iOS 7 Tech Talks 2013

San Francisco

New York

Tokyo

Shanghai

Berlin

London

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

User Interface Design for iOS 7 Apps

Mike Stern
User Experience Evangelist

These are confidential sessions—please refrain from streaming, blogging, or taking pictures.

Getting Started

Clarity

Clarity Deference

Clarity Deference Depth

Clarity Deference Depth

Clarity Deference Depth

9:41 AM 100%

San Francisco

Partly Cloudy

60°

Monday Today 66 52

Now	10AM	11AM	12PM	1PM	2PM	3
60	60	61	62	63	64	6

Tuesday	66	56
Wednesday	61	51
Thursday	65	53
Friday	74	59
Saturday	77	57

9:41 AM 100%

San Francisco

Partly Cloudy

60°

Monday Today 66 52

Now	10AM	11AM	12PM	1PM	2PM	3
60	60	61	62	63	64	6

Tuesday	66	56
Wednesday	61	51
Thursday	65	53
Friday	74	59
Saturday	77	57

Clarity Deference Depth

Clarity Deference Depth

9:41 AM 100%

Inbox 1 of 8

Fritz Ogden

To: Mieko Haire more...

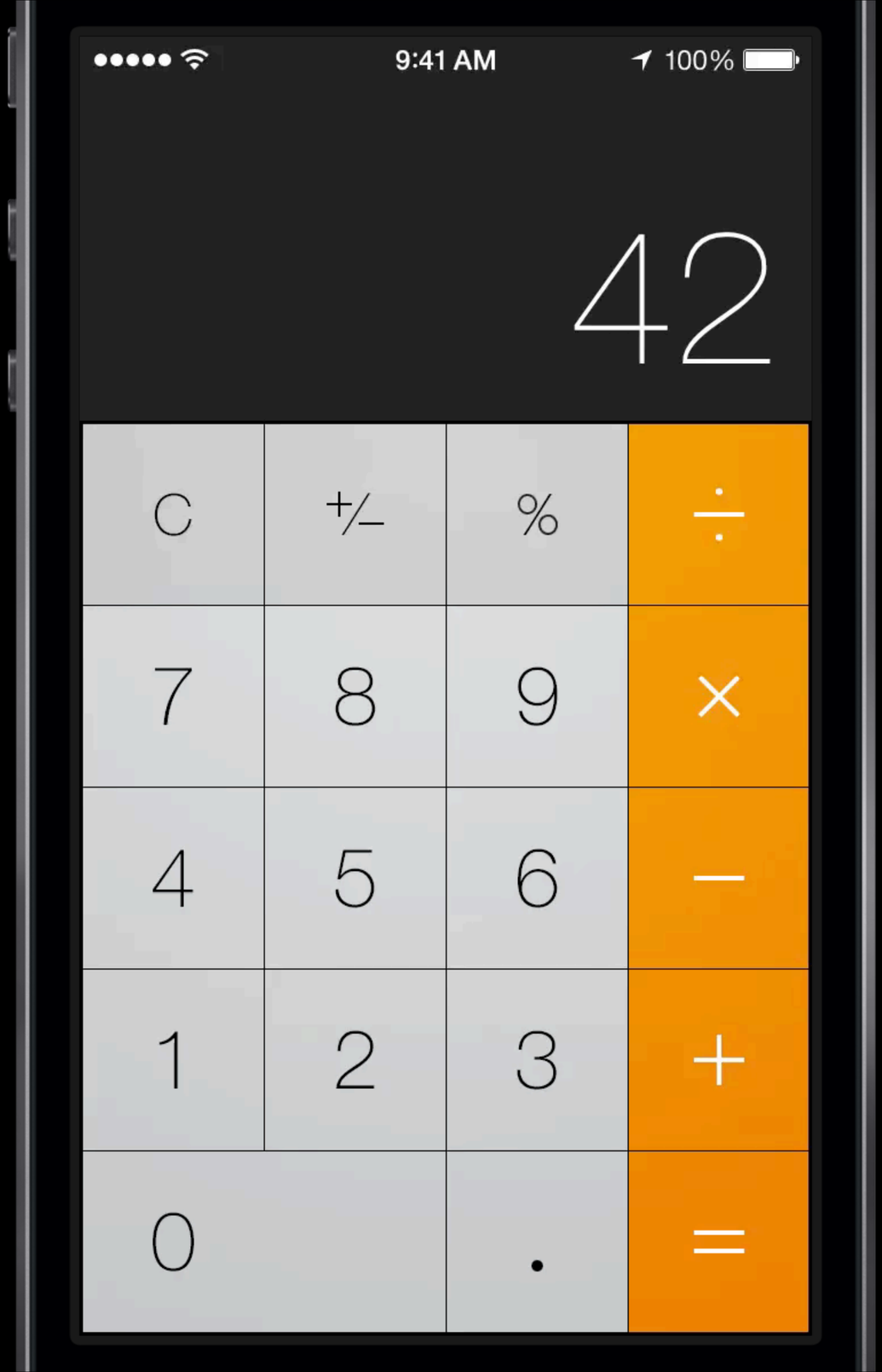
Say "cheese"

June 12, 2013 at 9:40 AM

Wow, that weekend flew by. Way too short. But i got a lot of great photos. Send me yours and I'll put them together in an album. In the meantime, here's a good one of Ken and Angela in front of the infamous blue wall.

Clarity Deference Depth

Clarity Deference Depth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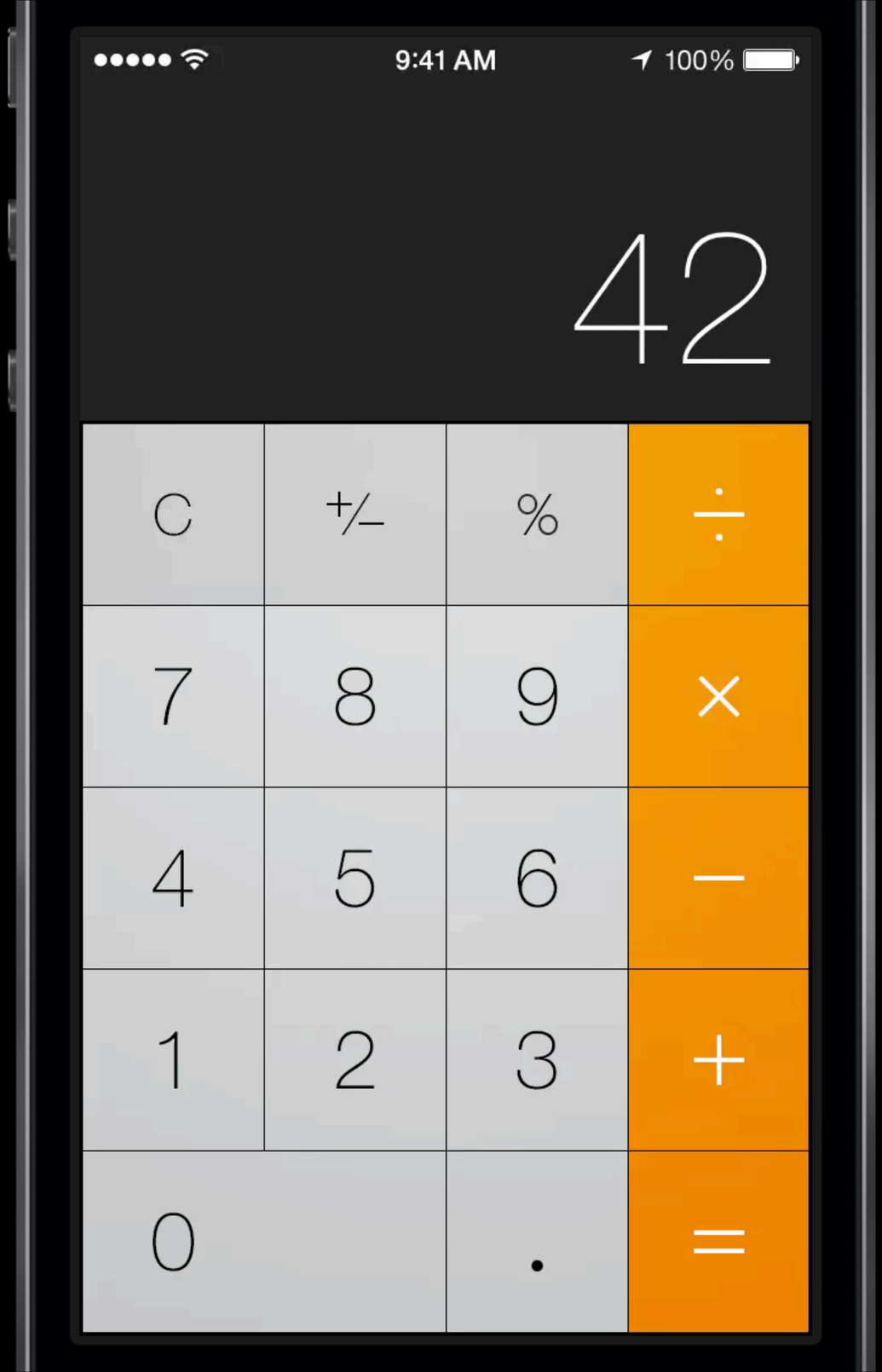
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Clarity Deference Depth

Clarity Deference Depth

Questions

Clarity

Clarity

Am I using words people understand?

Clarity

Am I using words people understand?

Can people tell what my app does just by looking at it?

Clarity

Am I using words people understand?

Can people tell what my app does just by looking at it?

Can people use my app with little or no instruction?

Deference

Deference

Does the interface call attention to itself?

Deference

Does the interface call attention to itself?

Does the interface compete with content?

Deference

Does the interface call attention to itself?

Does the interface compete with content?

Can content be bigger and more central?

Depth

Depth

Do people get lost or disoriented in my app?

Depth

Do people get lost or disoriented in my app?

How do screens in my app spatially relate to each other?

Depth

Do people get lost or disoriented in my app?

How do screens in my app spatially relate to each other?

How can animation provide a sense of continuity?

Look
&
Feel

Look
&
Feel

The Look of iOS 7

The Look of iOS 7

App Icons

Interface Icons

Tint Colors

Button Borders

Boxes, Lines and Shadows

Blurring and Transparency

The Look of iOS 7

App Icons

Interface Icons

Tint Colors

Button Borders

Boxes, Lines and Shadows

Blurring and Transparency

Monday
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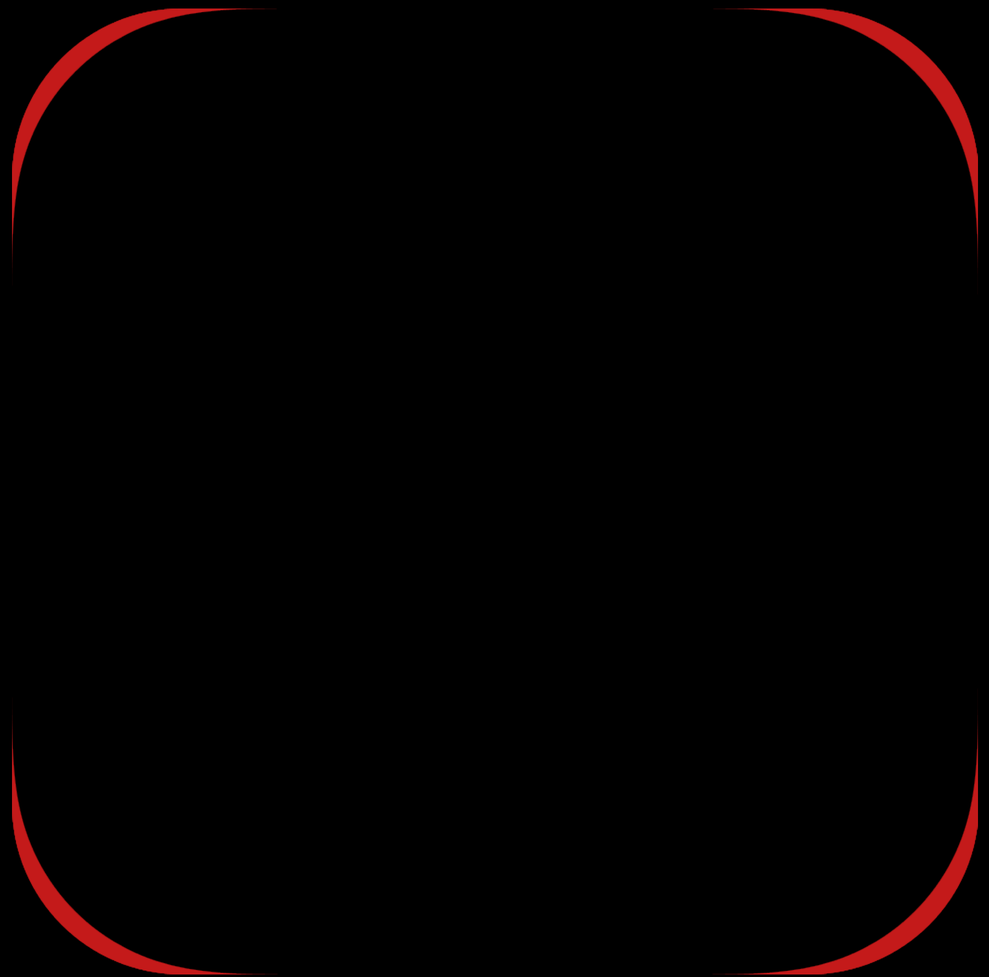

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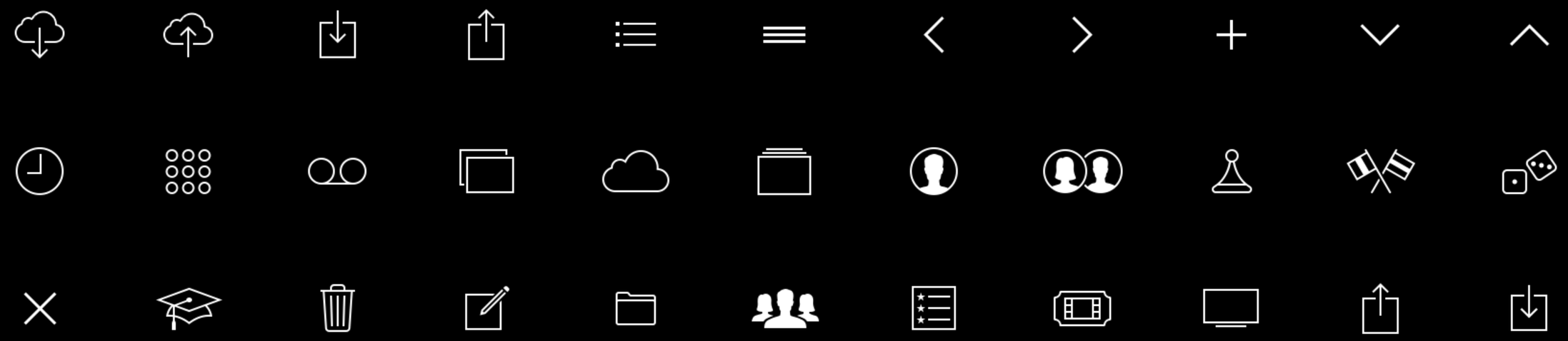

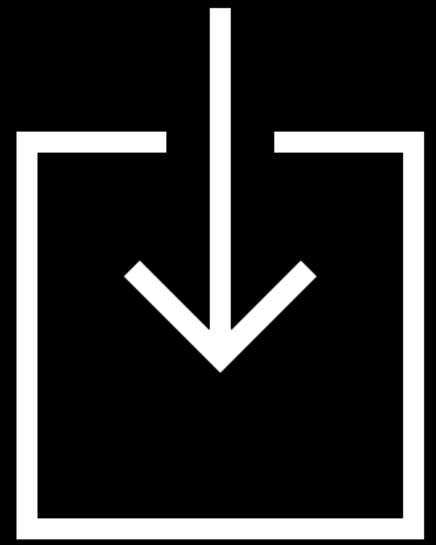

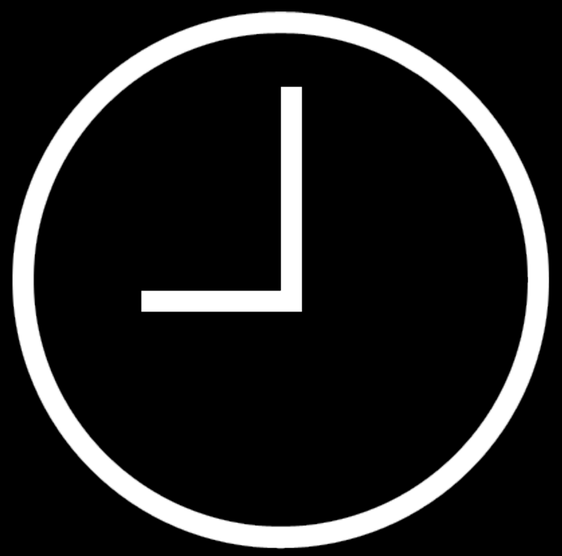

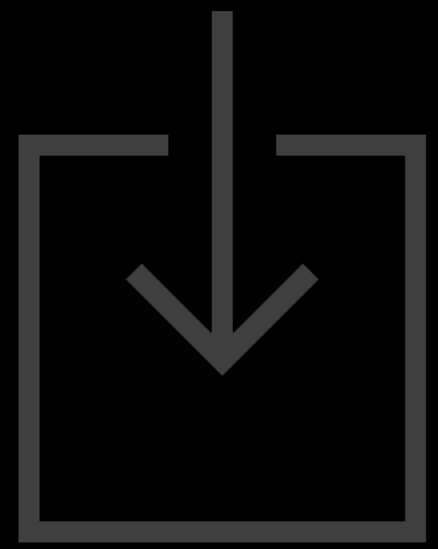

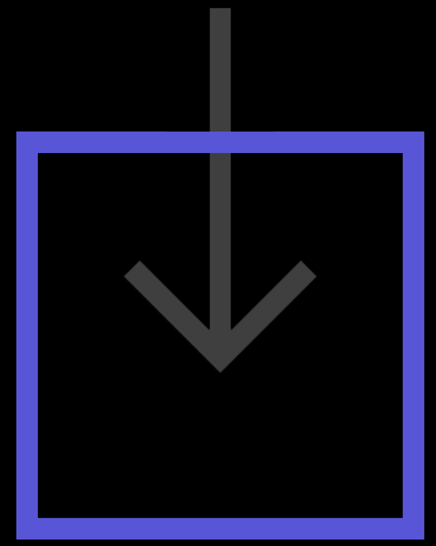

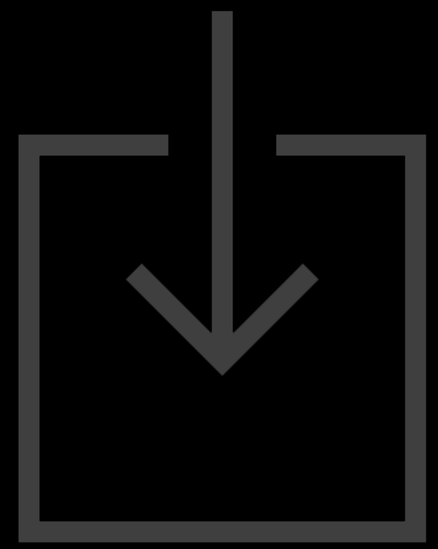

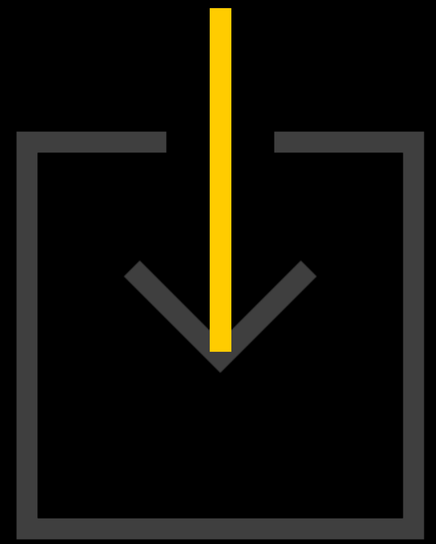

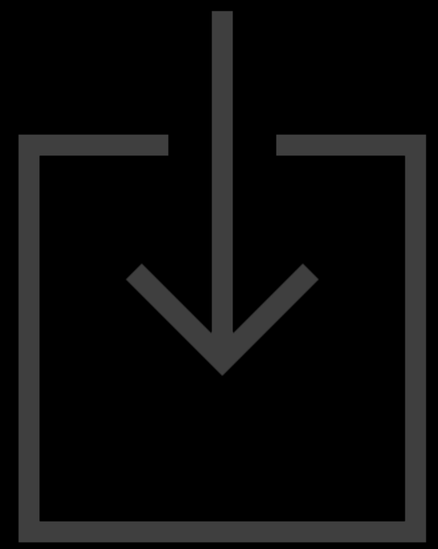

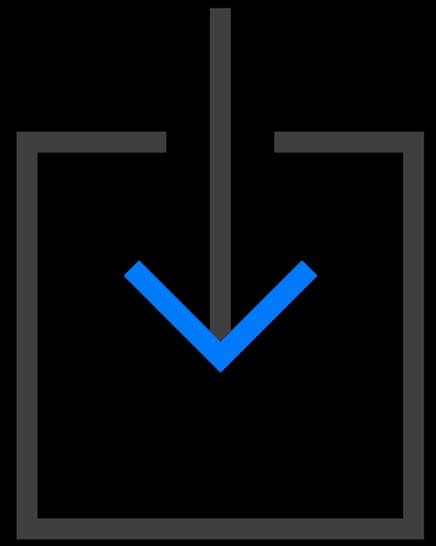

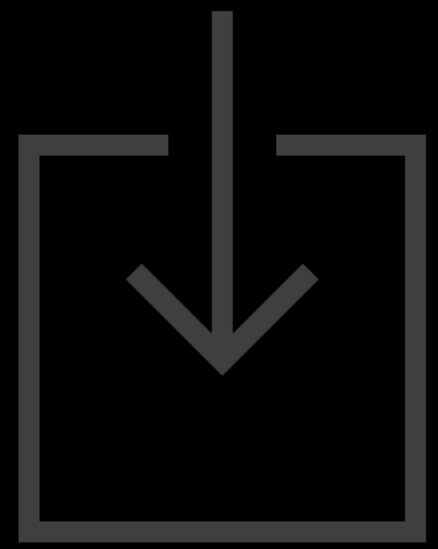

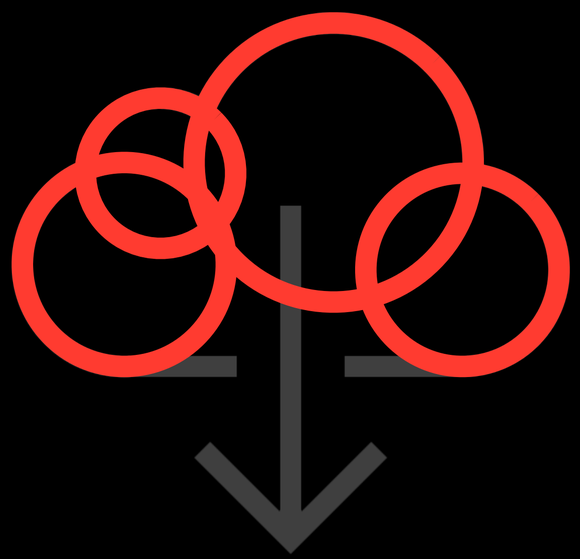

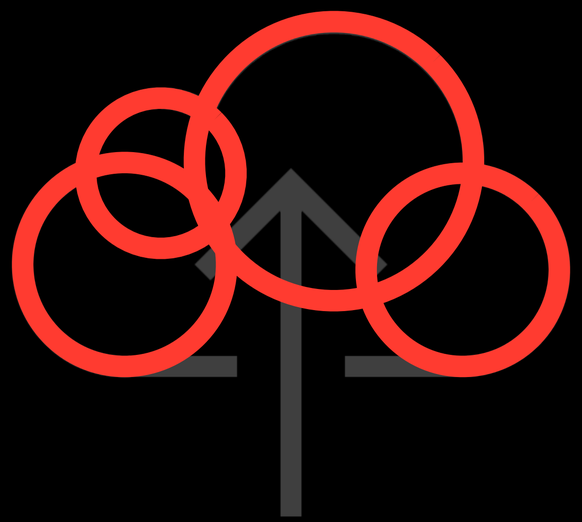

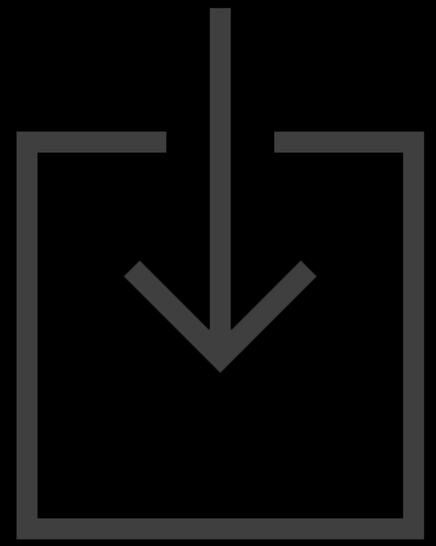

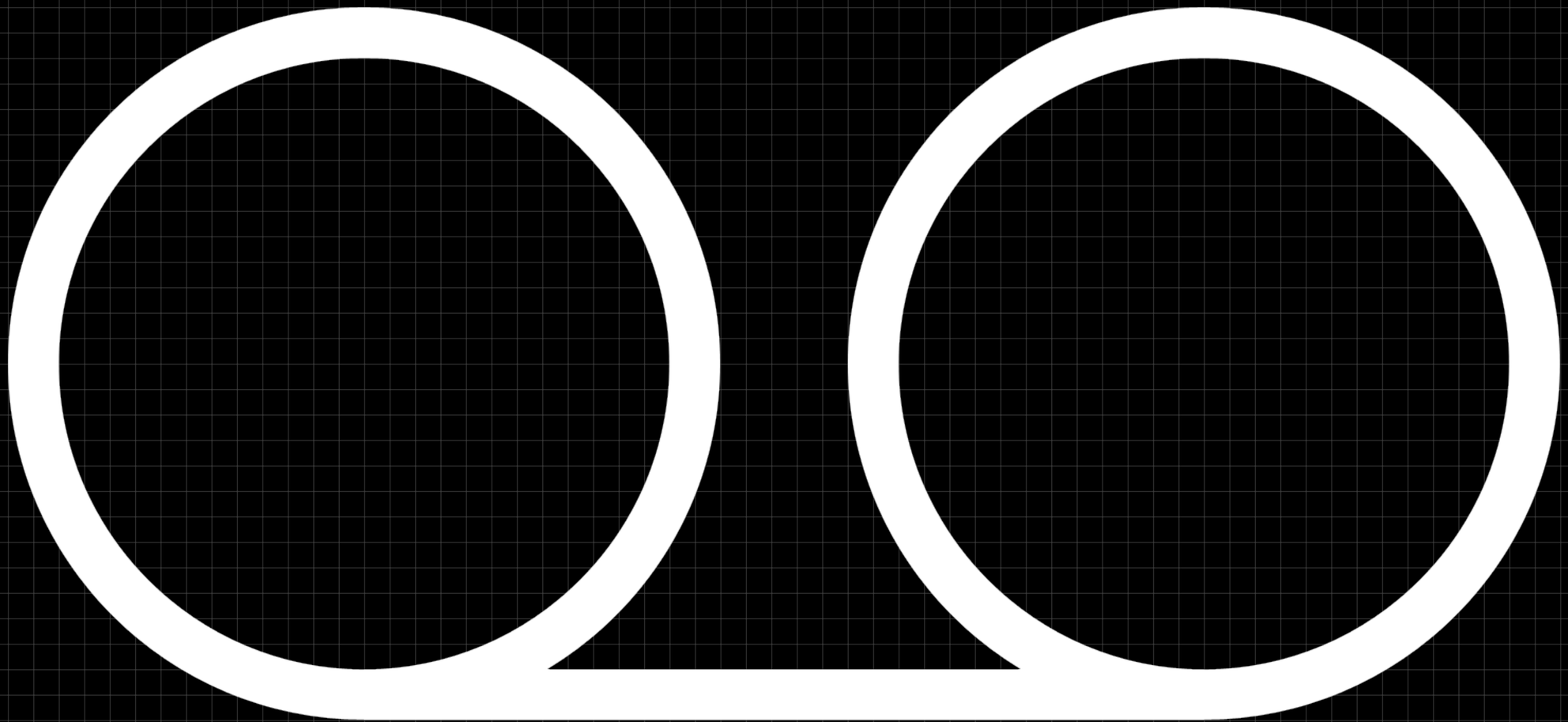

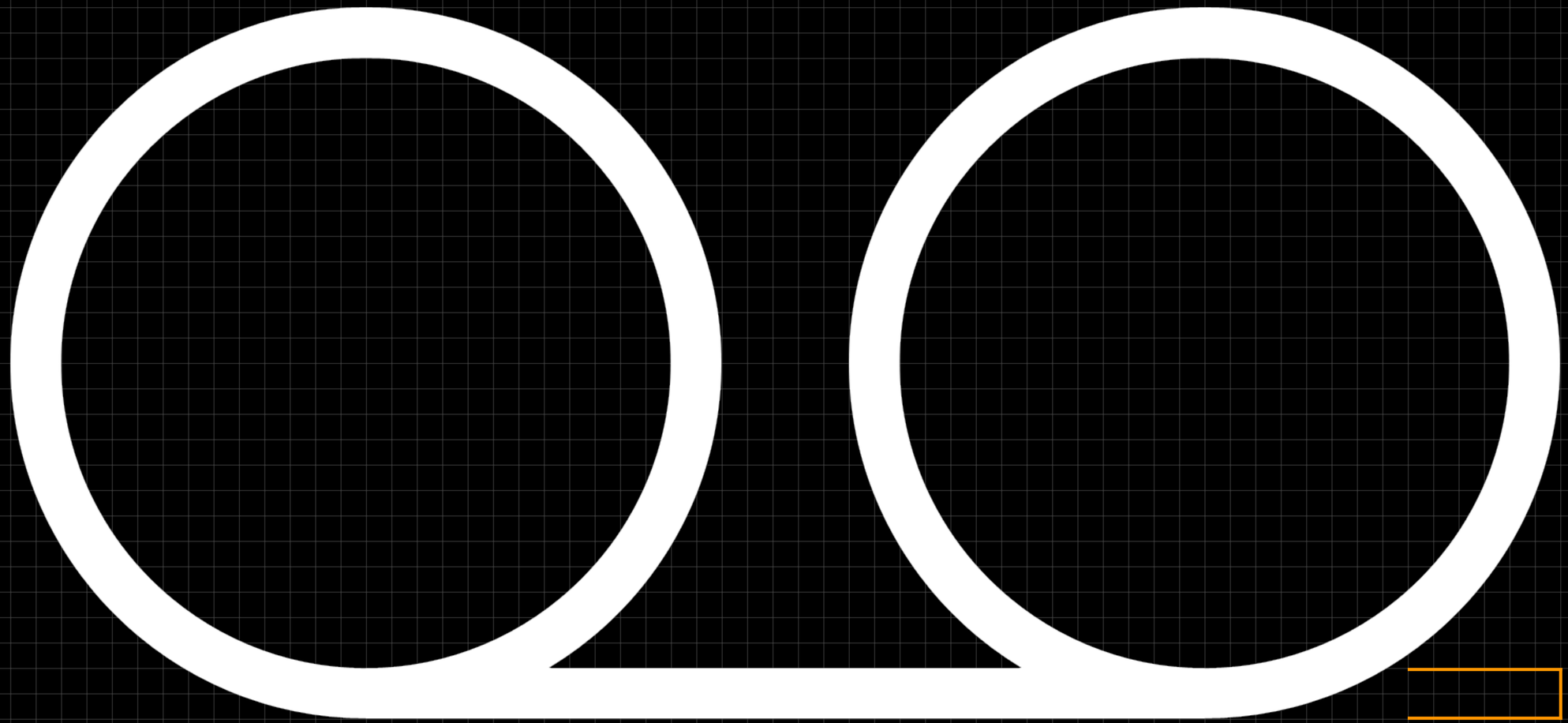
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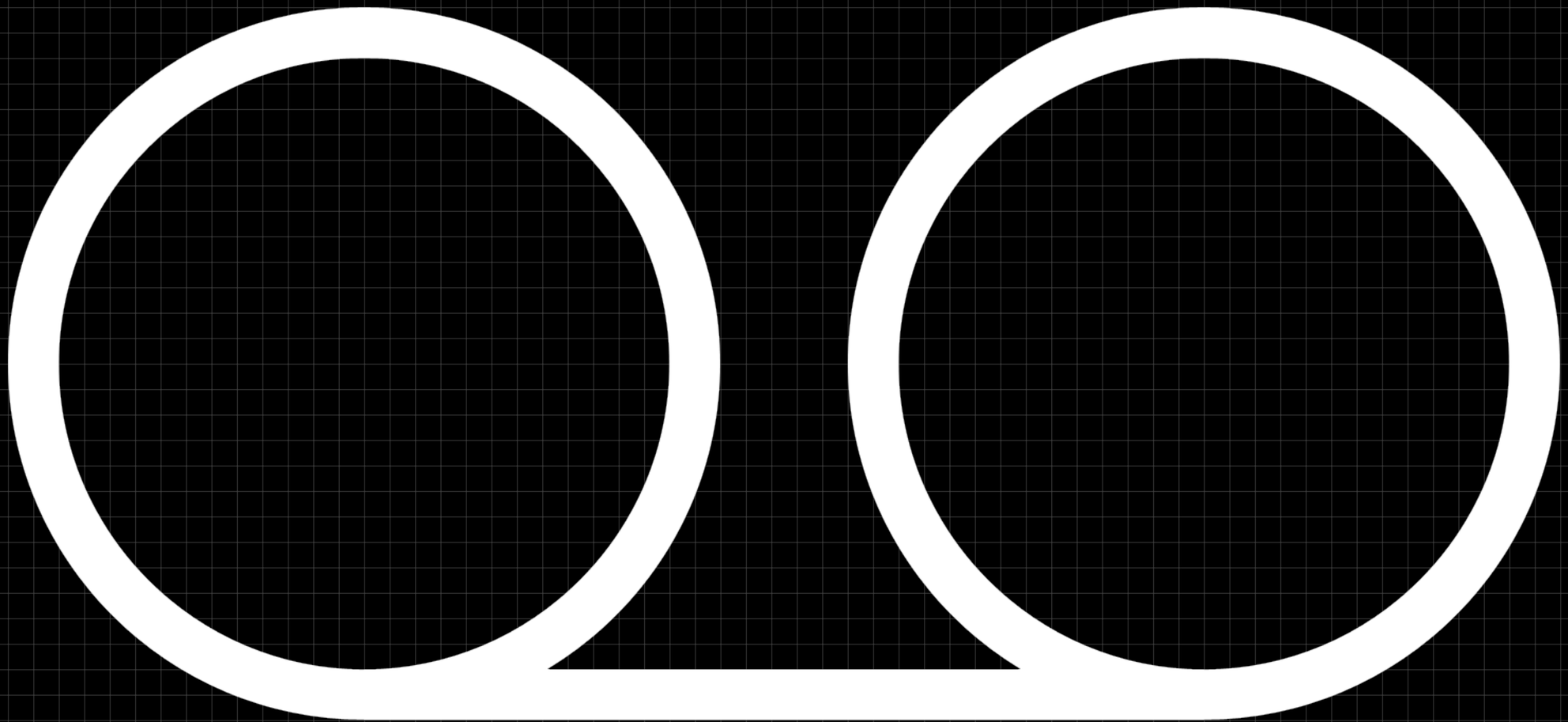

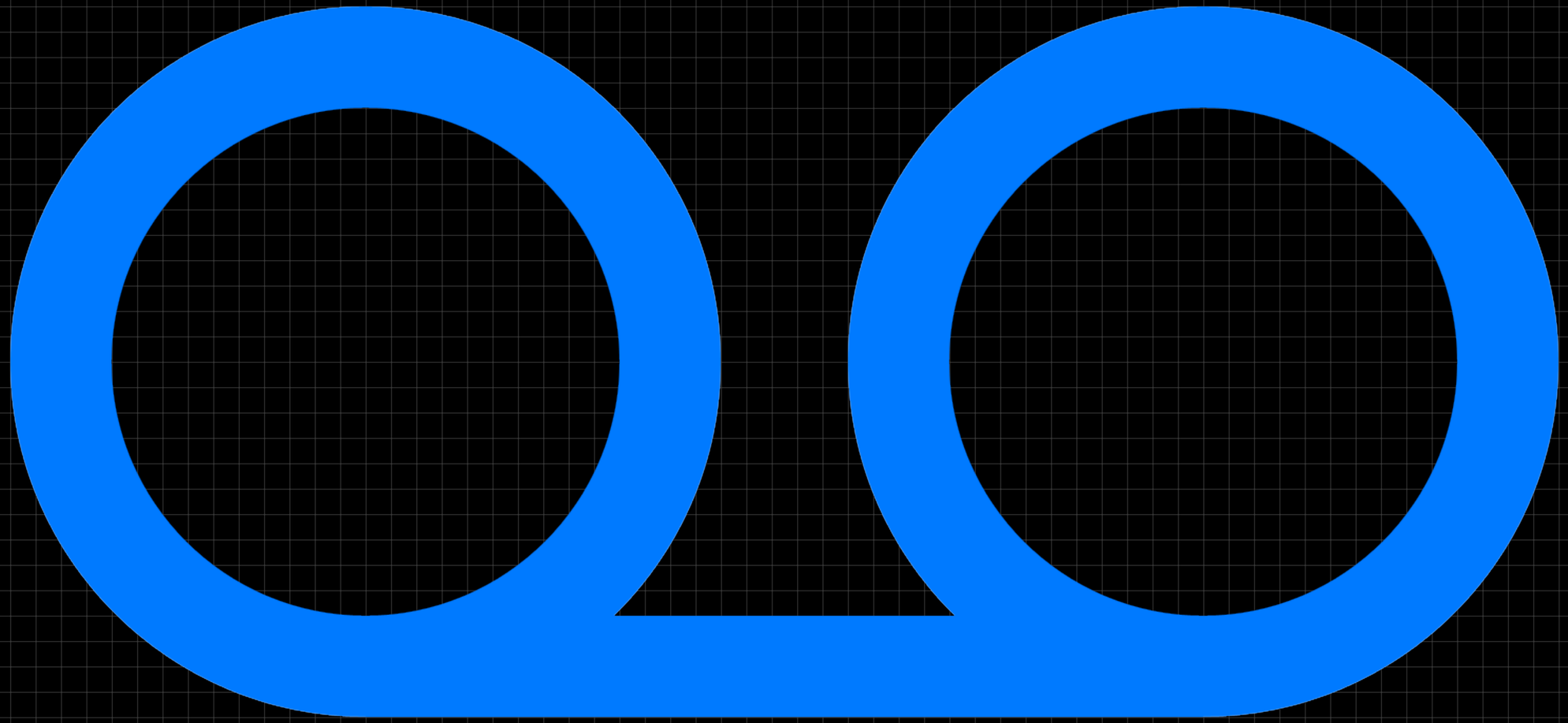

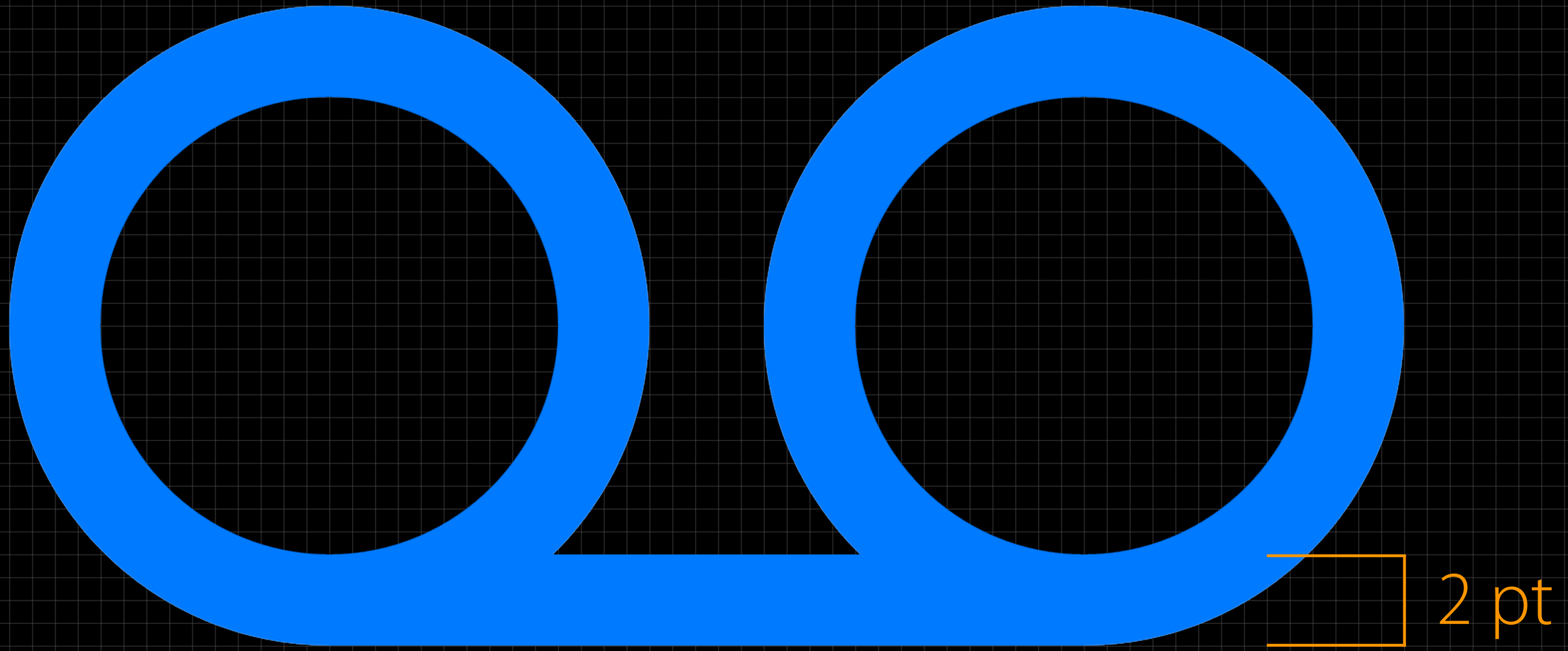
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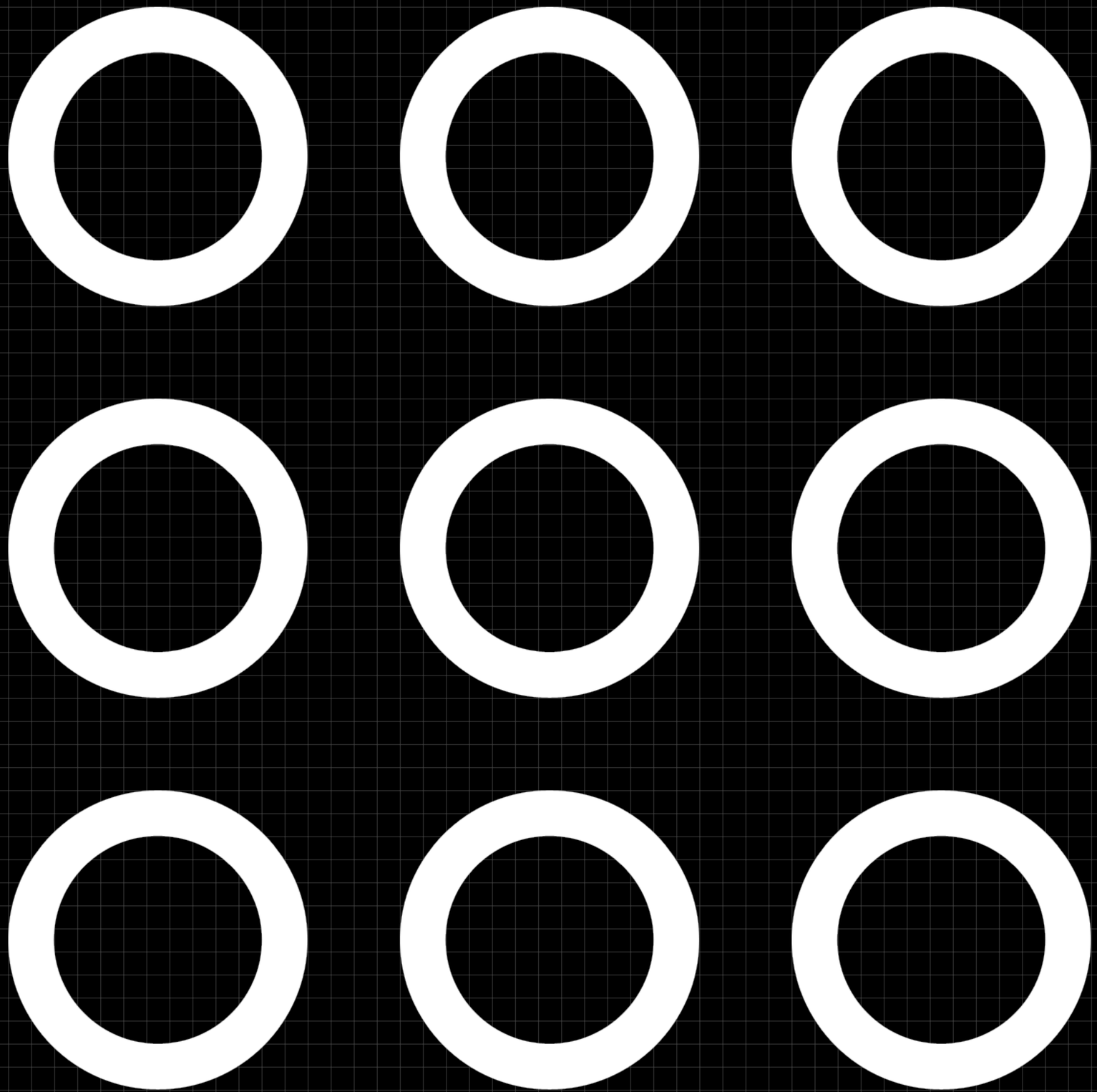

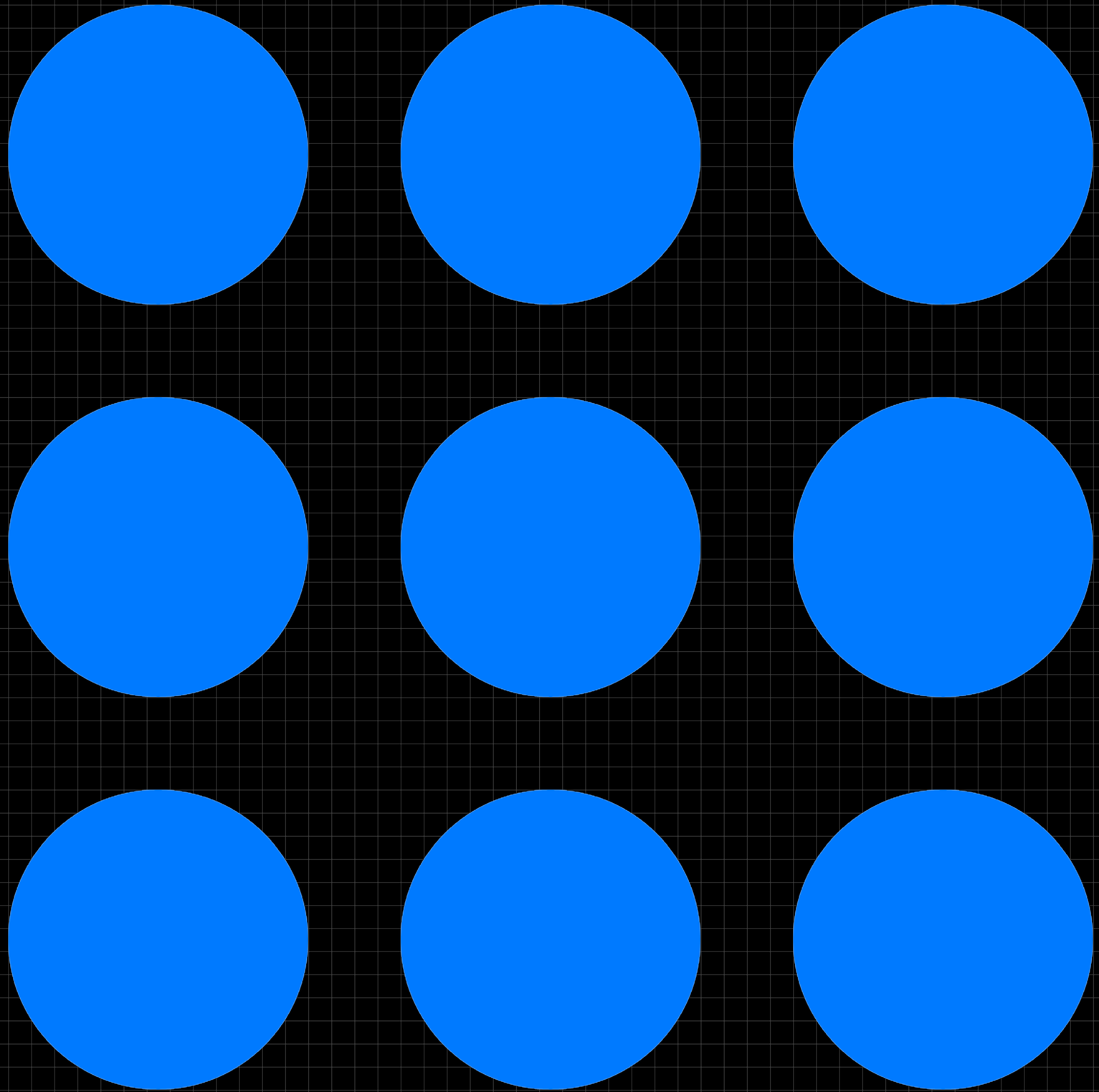

Normal

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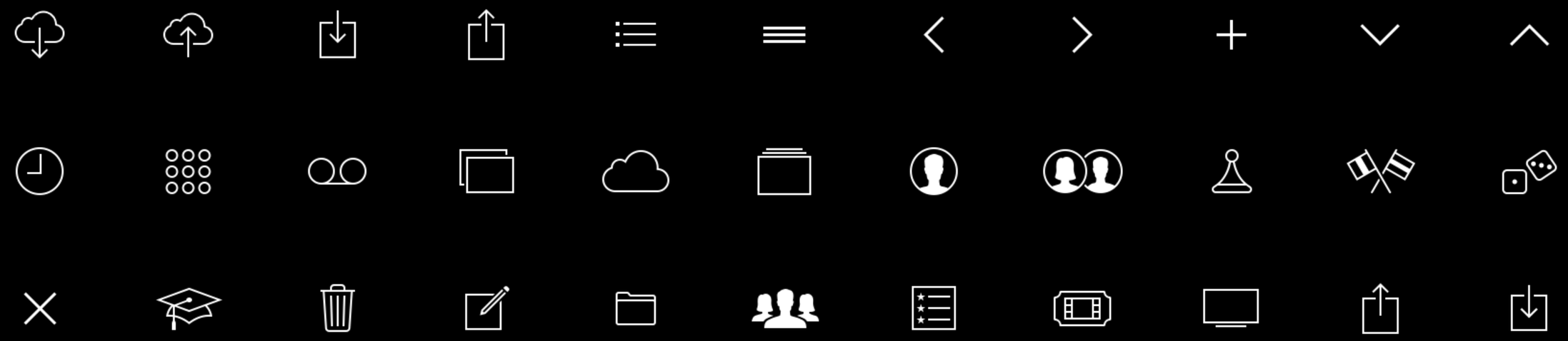

9:41 AM

Filter | Schedule | Favorites | Now

Wednesday 12, 2013

2:00 - 3:00 PM

Selling Products with Store Kit
Presidio

Adopting Storyboards in Your App
Marina

iOS User Interface Designs
Mission

Advances in OpenGL and Open...
Pacific Heights

Staying on Track with Location...
Nob Hill

Keyboard Input in iOS
Russian Hill

Core Data Lab

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Frameworks Lab B 2:00 - 4:15 PM

Scrollview, Collection View, and...

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2013

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Today Calendars Inbox

9:41 AM
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Inbox

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Store Mac iPod iPhone iPad iTunes Support

iPhone 5S

Forward thinking.

Watch the keynote

Watch the video

Learn more >

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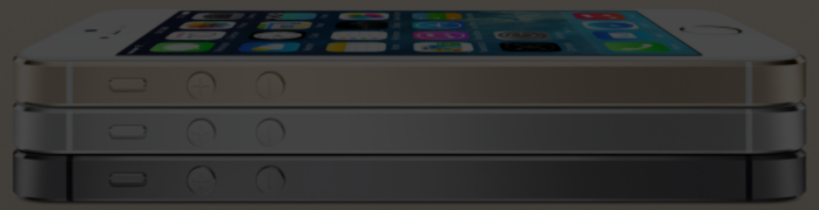

Watch the keynote

Watch the video

Learn more >

Favorites

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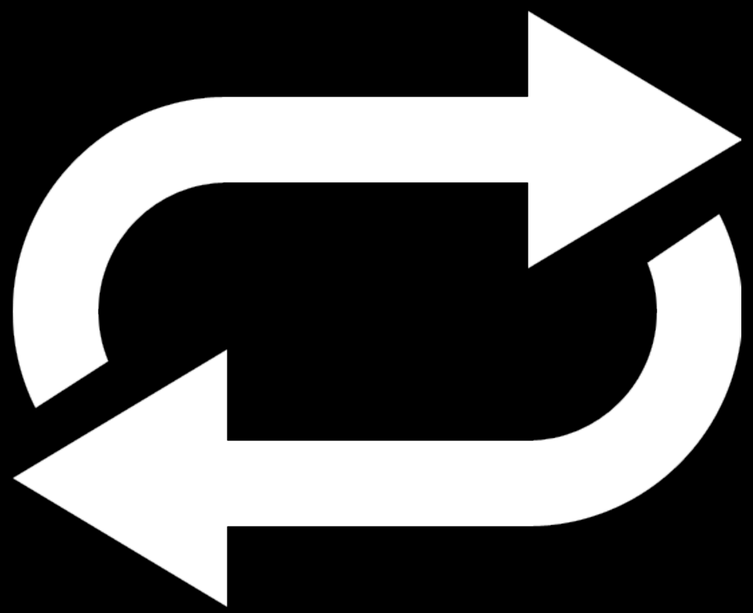
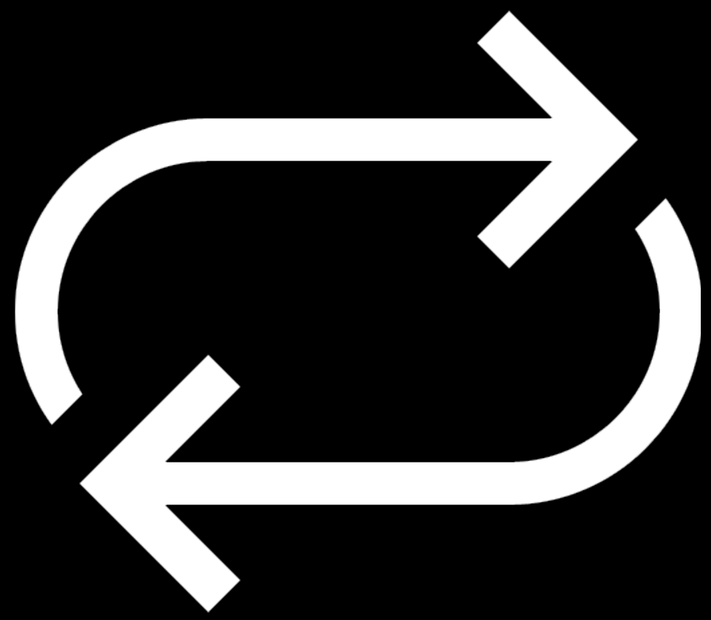


iOS 6



iOS 7

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Events | Maps | News | Videos

9:41 AM

Filter Schedule — Done

- Frameworks ✓
- Services ✓
- Tools ✓
- Media ✓
- Graphics & Games ✓
- Core OS ✓
- Special Events ✓

- Sessions ✓
- Labs ✓

- iOS ✓

9:41 AM 100%

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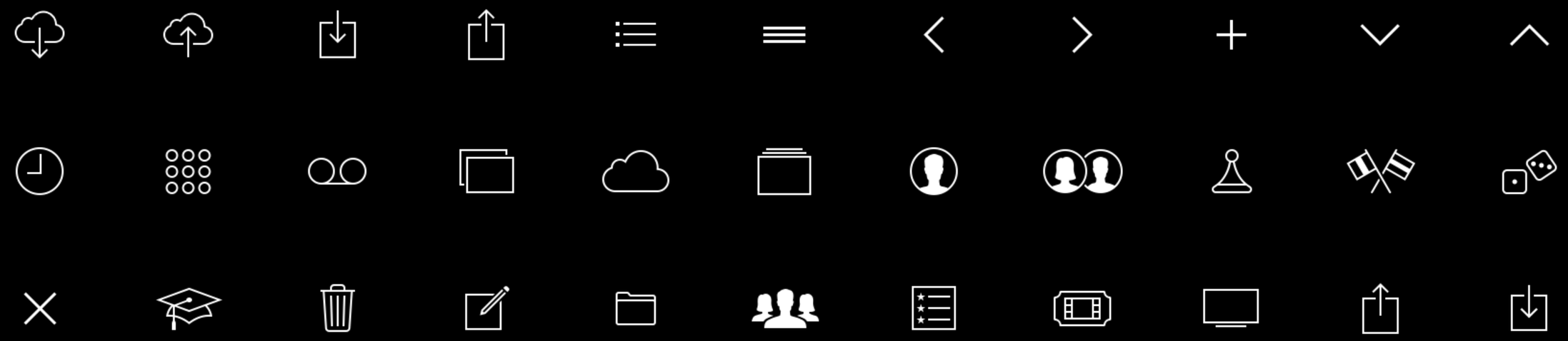
iOS 6

iOS 7

iOS 6

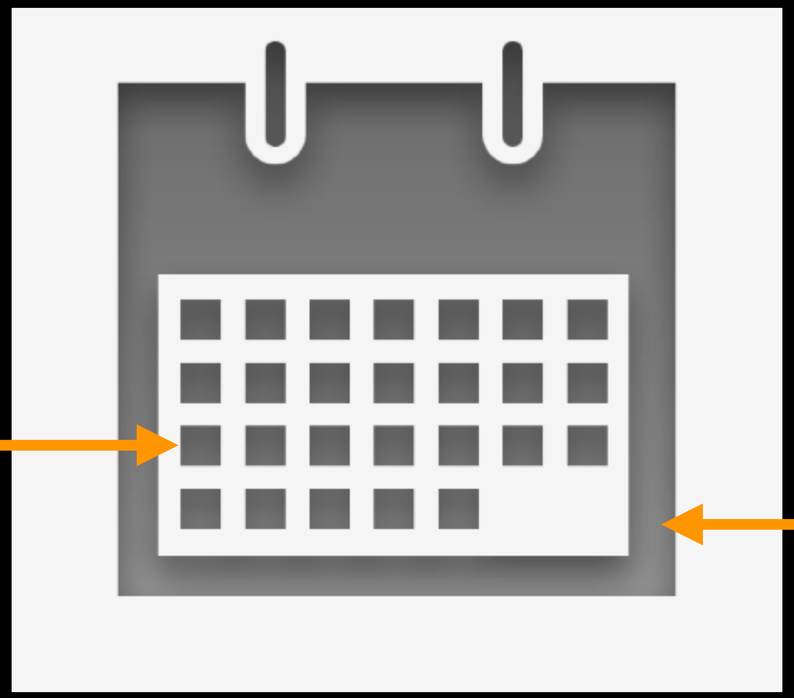
iOS 7



iOS 6

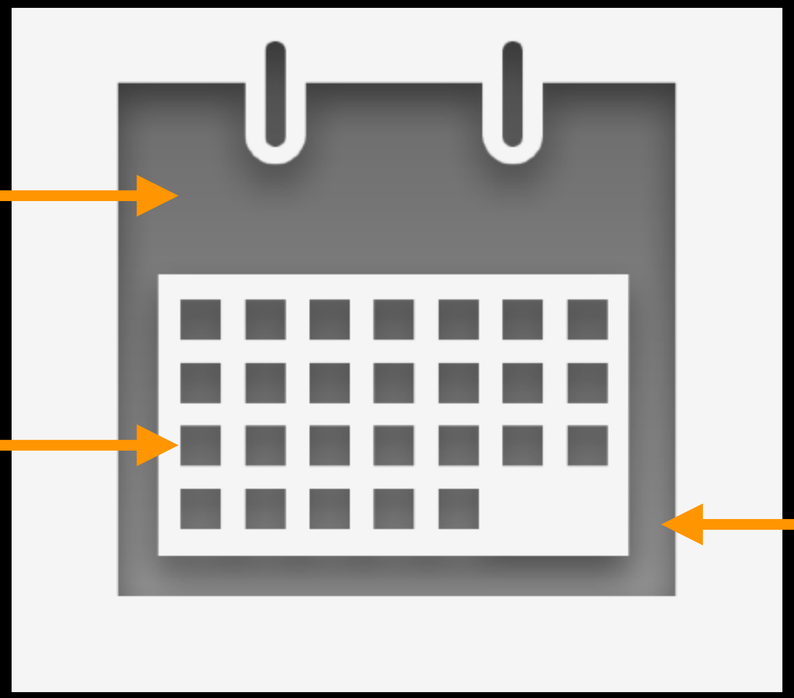
iOS 7

iOS 6



iOS 6

Header too heavy



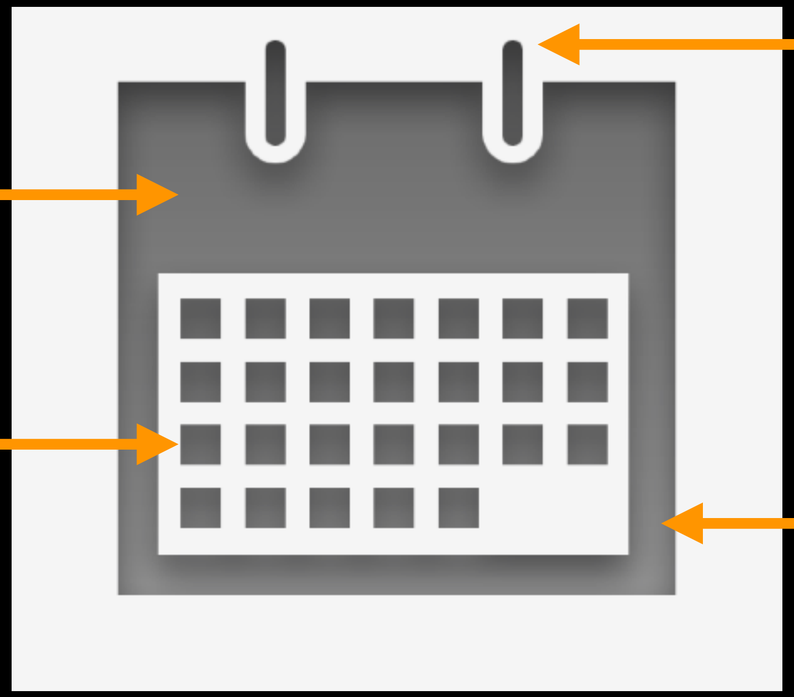
Too chunky

Outline too thick

iOS 6

Header too heavy

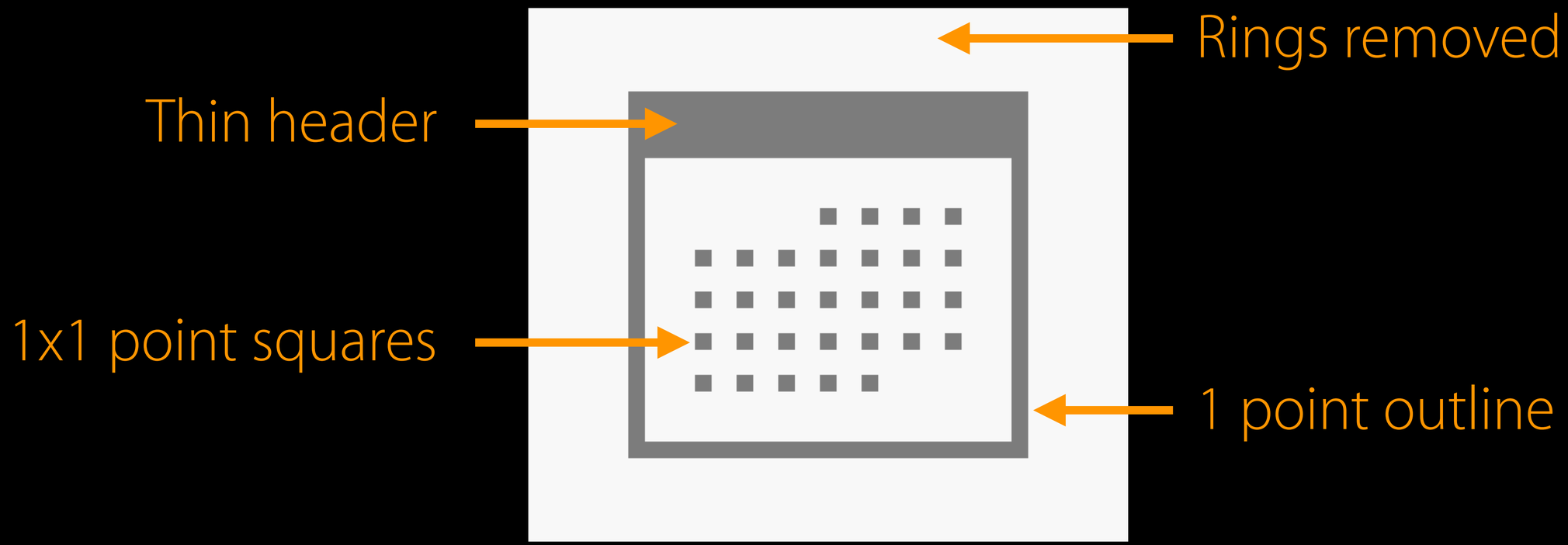
Too chunky



Not needed

Outline too thick

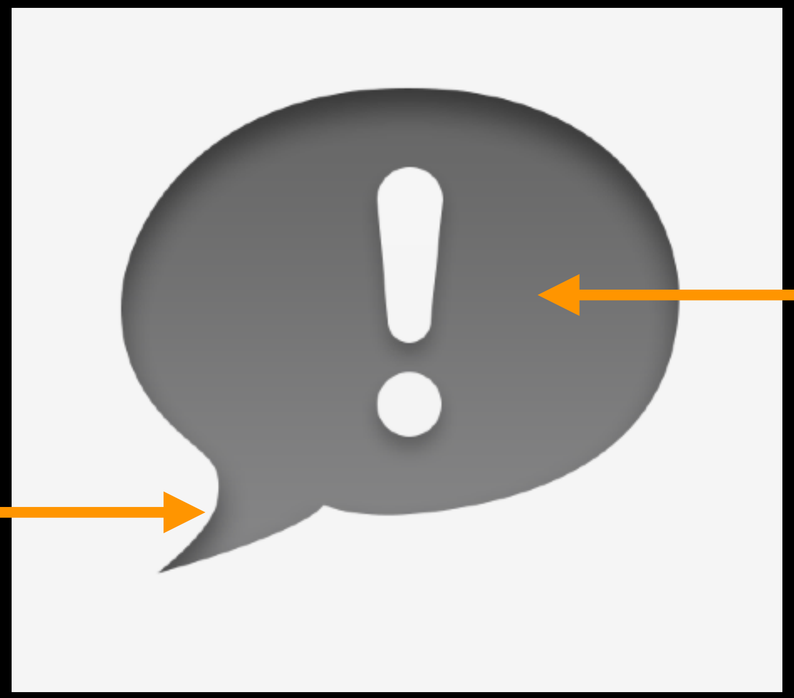
iOS 6


Rings removed
Thin header
1x1 point squares
1 point outline

iOS 7

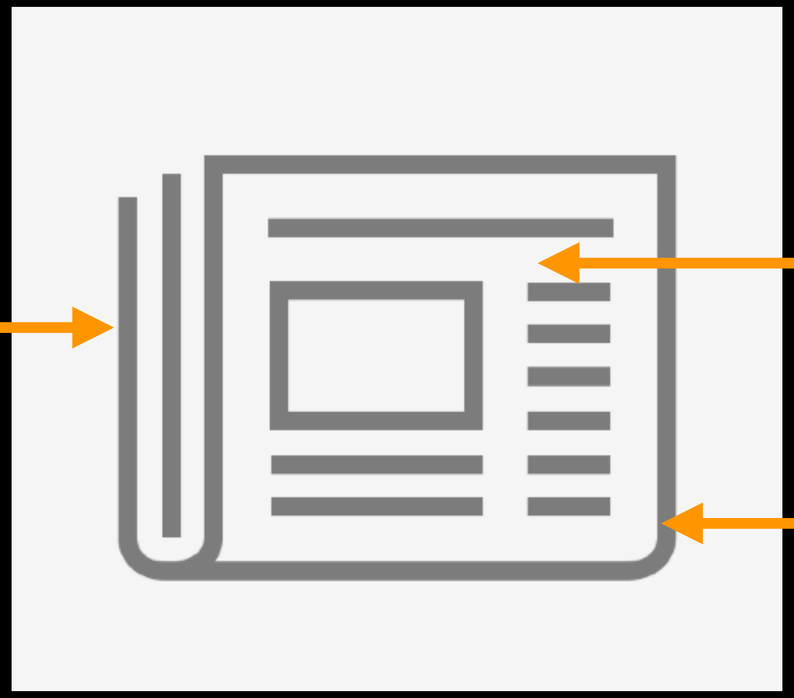
iOS 6

iOS 6



iOS 6

Geometric forms



Less filled in

1 point outline

iOS 7

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The Look of iOS 7

App Icons

Interface Icons

Tint Colors

Button Borders

Boxes, Lines and Shadows

Blurring and Transparency

Blue

Red

Yellow

9:41 AM 100%

Inbox

Fritz Ogden
To: Mieko Haire more…

Fwd: Say "cheese"
June 5, 2013 at 1:04 PM

Wow, that weekend flew by. Way too short. But i got a lot of great photos. Send me yours and I'll put them together in an album. In the meantime, here's a good one of Ken and Angela in front of the infamous blue wall.

9:41 AM 100%

2013

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		OCT				
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6	7	8	9	10	11	12
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20	21	22	23	24	25	26
27	28	29	30	31		

NOV

9:41 AM 100%

Notes

October 8, 2013, 9:42 AM

Potential dog names

Ozzie
Pickle
Quincy
Jake
Riley
Cooper
Tater

9:41 AM 100%

Top Charts

Infinity Blade III 9+

Chair Entertainment Gr…

Offers In-App Purchases

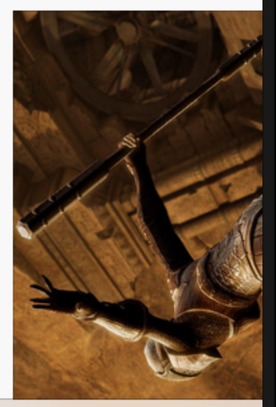
★★★★☆ (539)

$6.99

Details | Reviews | Related

App Store Notes

We're blown away by this incredible conclusion to the Infinity Blade trilogy, complete with two playable characters, intelligent crafting elements, a new in-depth perk system, and platform-defining visuals. Developer Chair Entertainment has once agai … more



Featured | Top Charts | Near Me | Search | Updates 1

9:41 AM 100%

Top Charts

Infinity Blade III 9+

Chair Entertainment Gr…

Offers In-App Purchases

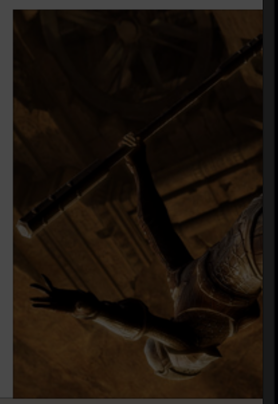
★★★★☆ (539)

+ $6.99

Details Reviews Related

App Store Notes

We're blown away by this incredible conclusion to the Infinity Blade trilogy, complete with two playable characters, intelligent crafting elements, a new in-depth perk system, and platform-defining visuals. Developer Chair Entertainment has once agai … more



Featured Top Charts Near Me Search Updates 1

9:41 AM 100%

Top Charts

Infinity Blade III 9+

Chair Entertainment Gr…

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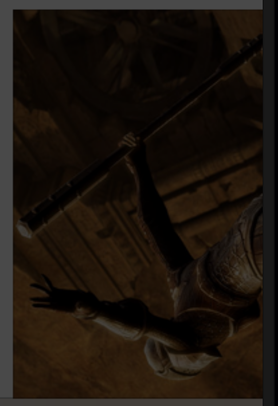
App Store Notes

We're blown away by this incredible conclusion to the Infinity Blade trilogy, complete with two playable characters, intelligent crafting elements, a new in-depth perk system, and platform-defining visuals. Developer Chair Entertainment has once agai … more



Featured | Top Charts | Near Me | Search | Updates (1)

9:41 AM 100%

Top Charts

Infinity Blade III 9+

Chair Entertainment Gr… >

Offers In-App Purchases

★★★★☆ (539)

+ $6.99

Details | Reviews | Related

App Store Notes

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Back

Title

Button

9:41 AM

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9:41 AM

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9:41 AM 100%

Kristina’s Post **New York City!** Save

9:41 AM 100%

Kristina’s Post New York City! Save

9:41 AM

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Kristina’s Post New York City! Save

9:41 AM

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Kristina’s Post

New York City!

Save

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The Look of iOS 7

App Icons

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Tint Colors

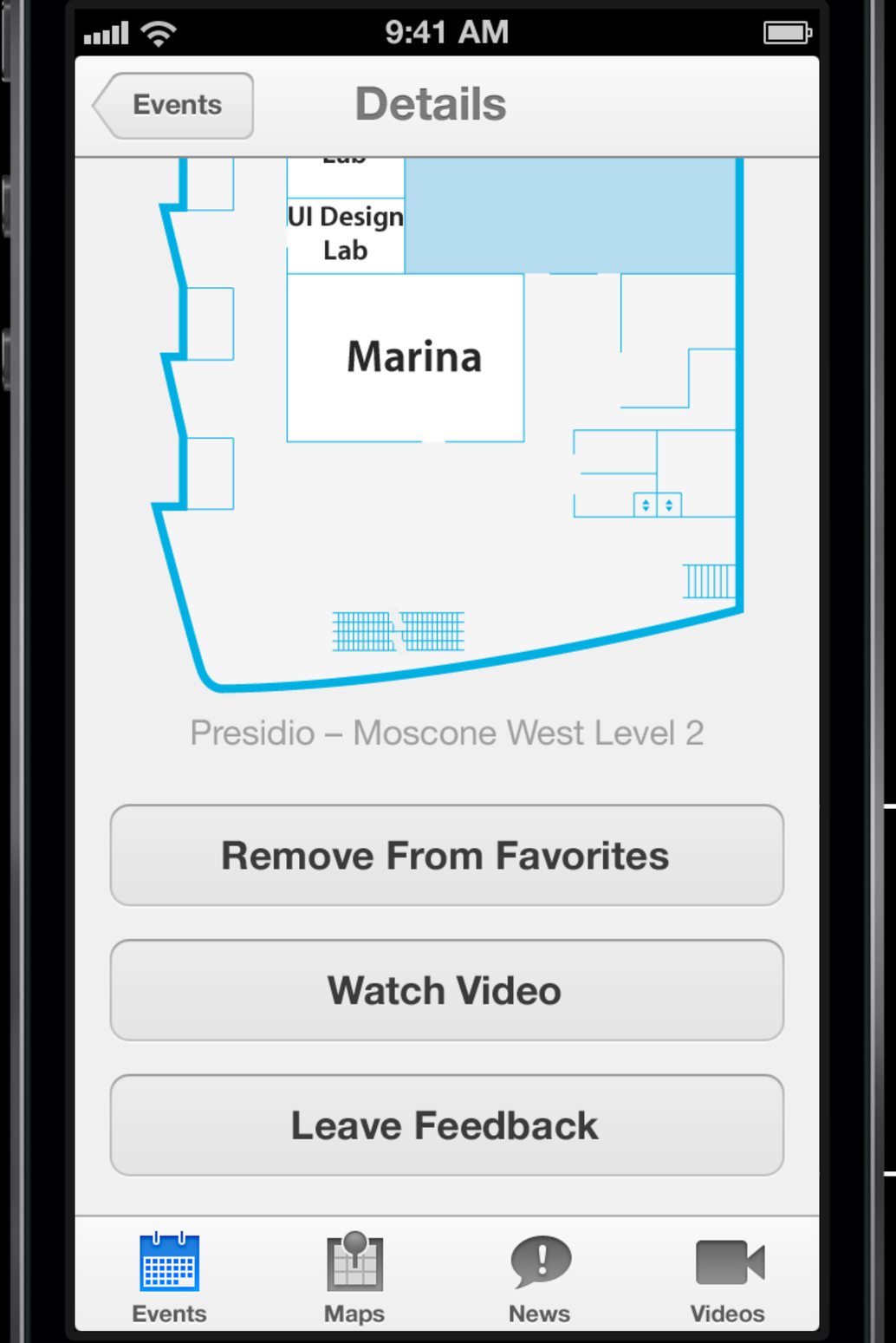
Button Borders

Boxes, Lines and Shadows

Blurring and Transparency

Button

Button

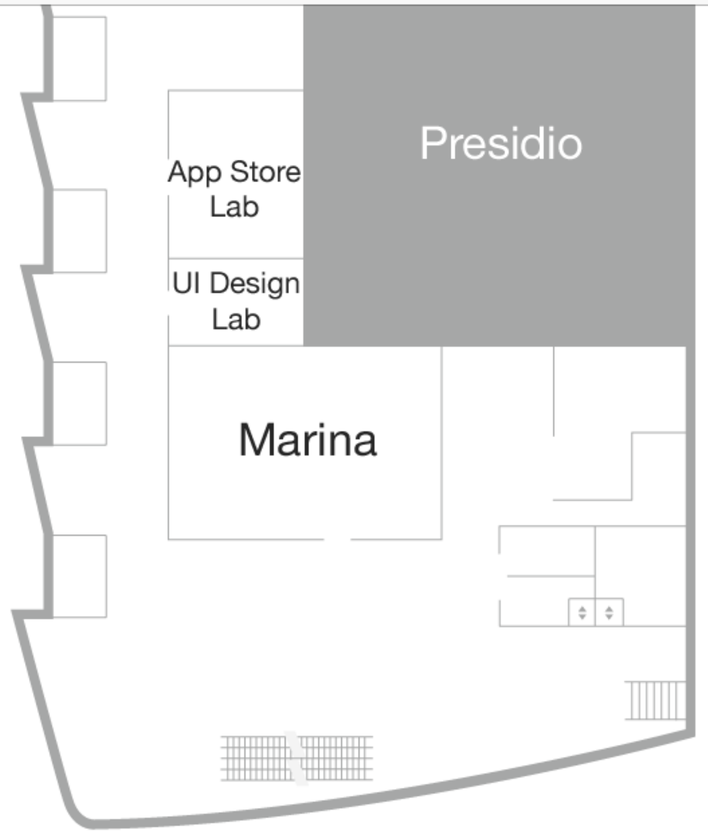

9:41 AM
Events
Details
UI Design Lab
Marina
Presidio – Moscone West Level 2
Remove From Favorites
Watch Video
Leave Feedback
Events
Maps
News
Videos

3 Buttons

9:41 AM 100%

Events

Details



Remove From Favorites

Watch Video

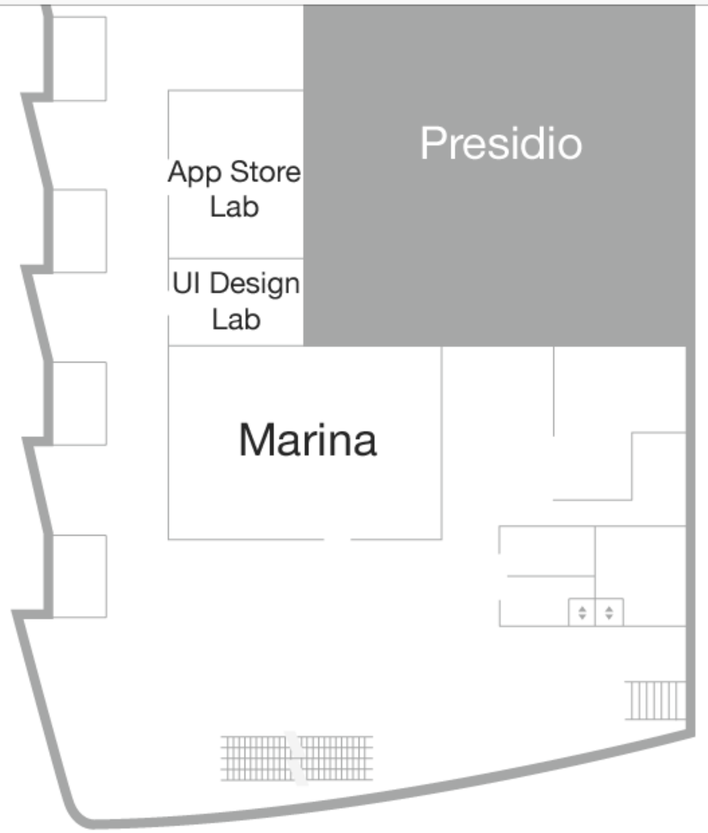
Leave Feedback

Events Maps News Videos

9:41 AM 100%

Events

Details



Remove From Favorites

Watch Video

Leave Feedback

Events Maps News Videos

Get More Info

Register Now

Get More Info

Register Now

Get More Info Register Now

Get More Info Register Now

Get More Info ⟷ Register Now

More Info

Register

Some features of the WWDC app are limited to registered attendees.

Apple ID	Required
Password	Required

Register

Sign In

Events Maps News Videos

Some features of the WWDC app are limited to registered attendees.

Apple ID Required

Password Required

Register

Sign In

Events Maps News Videos

9:41 AM 100%

Sign In

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Password Required

Event information is limited to registered Tech Talk attendees.

Register Sign In

Events Maps News Videos

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Sign In

Apple ID Required

Password Required

Event information is limited to registered Tech Talk attendees.

Sign In

Register

Events Maps News Videos

9:41 AM 100%

Sign In

Apple ID mike stern

Password ••••••••••

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Sign In

Q W E R T Y U I O P

A S D F G H J K L

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123 space @ . return

Is it a button?

9:41 AM 100%

2013

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6 7 8 9 10 11 12

13 14 15 16 17 18 19

20 21 22 23 24 25 26

27 28 29 30 31

NOV

1 2

Today Calendars Inbox

Move
Rewind
Insert
Compose
Delete
View
Make
Clear
Reply
Modify
Pause
Sign Up
Merge
Crop
Share
Remove
Close
Replace
Add
Log In
Mark
Like
Cut
Comment
Choose
Paste
Find
Send
Edit
Register
Create
Save
Select
Stop
Forward
Archive
Copy
Show
Hide
Sync
New
Record
Remove
Play
Duplicate
Apply
View
Import
Flag
Sort

9:41 AM 100%

Popular Near Me

Fotopedia Paris
Travel
★★★★☆ (601)
FREE

Musée du Louvre
Education
★★★★☆ (49)
FREE

Paris Travel Guide
Lonely Planet
Travel
★★★★★ (1,360)
$3.99

Rick Steves' Audio Europe™
Photo & Video
★★★★½ (119)
FREE

TripAdvisor Offline City Guides
Social Networking
★★★★★ (56)
FREE

Louvre Audio Guide

Featured Top Charts Near Me Search Updates

9:41 AM 100%

Popular Near Me

1. Fotopedia Paris
   Travel
   ★★★★☆ (601)
   FREE
2. Musée du Louvre
   Education
   ★★★★☆ (49)
   FREE
3. Paris Travel Guide
   Lonely Planet
   Travel
   ★★★★★ (1,360)
   $3.99
4. Rick Steves' Audio Europe™
   Photo & Video
   ★★★★½ (119)
   FREE
5. TripAdvisor Offline City Guides
   Social Networking
   ★★★★★ (56)
   FREE
6. Louvre Audio Guide

Featured Top Charts Near Me Search Updates

9:41 AM 100%

(408) 555-1212

Johnny Appleseed **home**

1 2 ABC 3 DEF

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7 PQRS 8 TUV 9 WXYZ

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Call

Favorites Recents Contacts Keypad Voicemail

9:41 AM 100%

Sign In

Apple ID mike stern

Password ••••••••••

Event information is limited to registered Tech Talk attendees.

Sign In

Q W E R T Y U I O P

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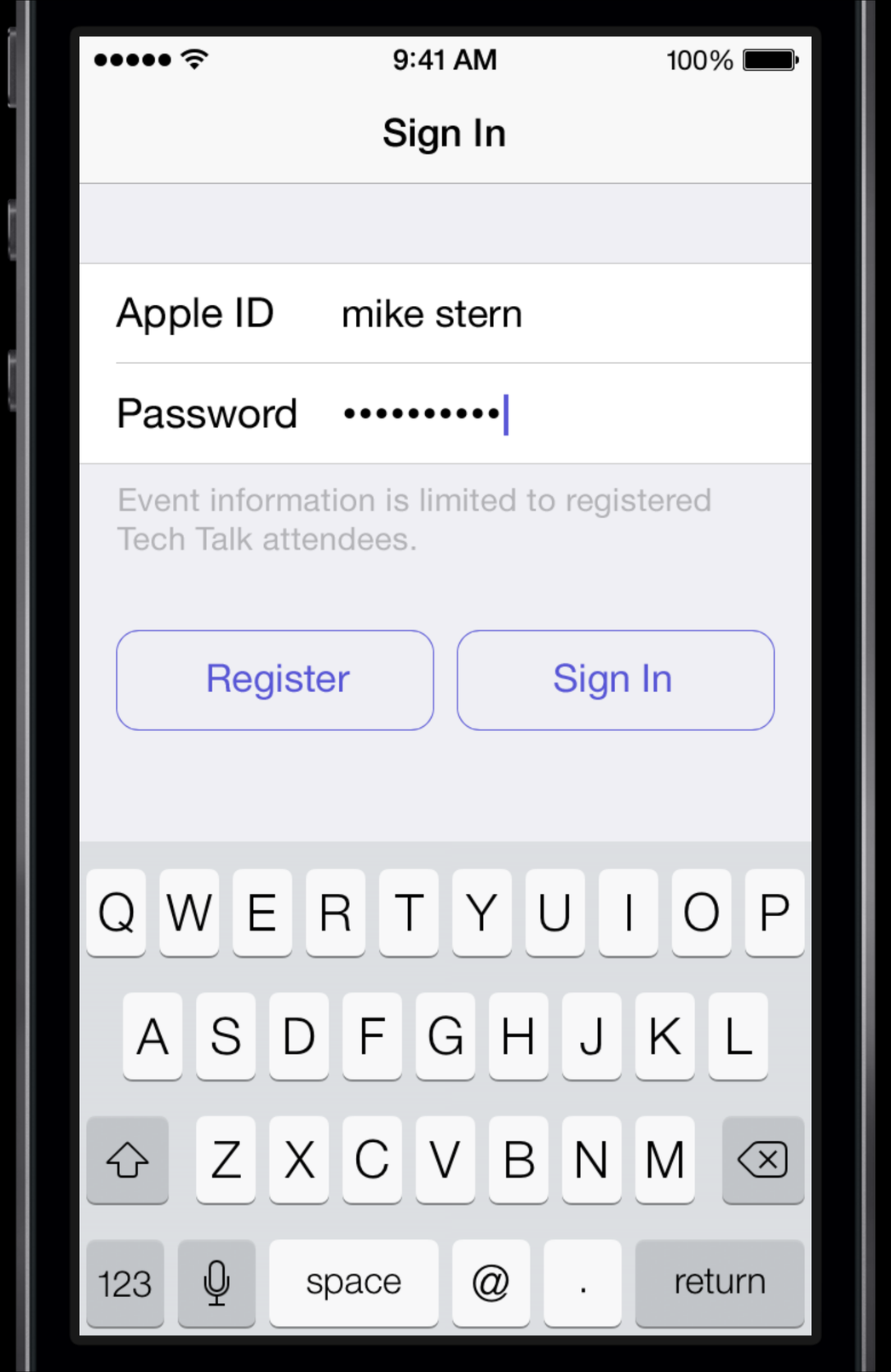
9:41 AM
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Sign In
Apple ID
mike stern
Password
Event information is limited to registered Tech Talk attendees.
Register
Sign In
Q W E R T Y U I O P
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9:41 AM 100%

Sign In

Apple ID mike stern

Password ••••••••••

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Sign In

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123 space @ . return

The Look of iOS 7

App Icons

Interface Icons

Tint Colors

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Boxes, Lines and Shadows

Blurring and Transparency

The Look of iOS 7

App Icons

Interface Icons

Tint Colors

Button Borders

Boxes, Lines and Shadows

Blurring and Transparency

9:41 AM 100%

Feed Sarah's Photos Post

Sarah and Akim visit NYC :-)

13 Comments 3d

Save Comment Favorite

9:41 AM 100%

Feed Sarah's Photos Post

Sarah and Akim visit NYC :-)

13 Comments 3d

Save Comment Favorite

9:41 AM 100%

Feed Sarah's Photos Post

Sarah and Akim visit NYC :-)

13 Comments 3d

Save Comment Favorite

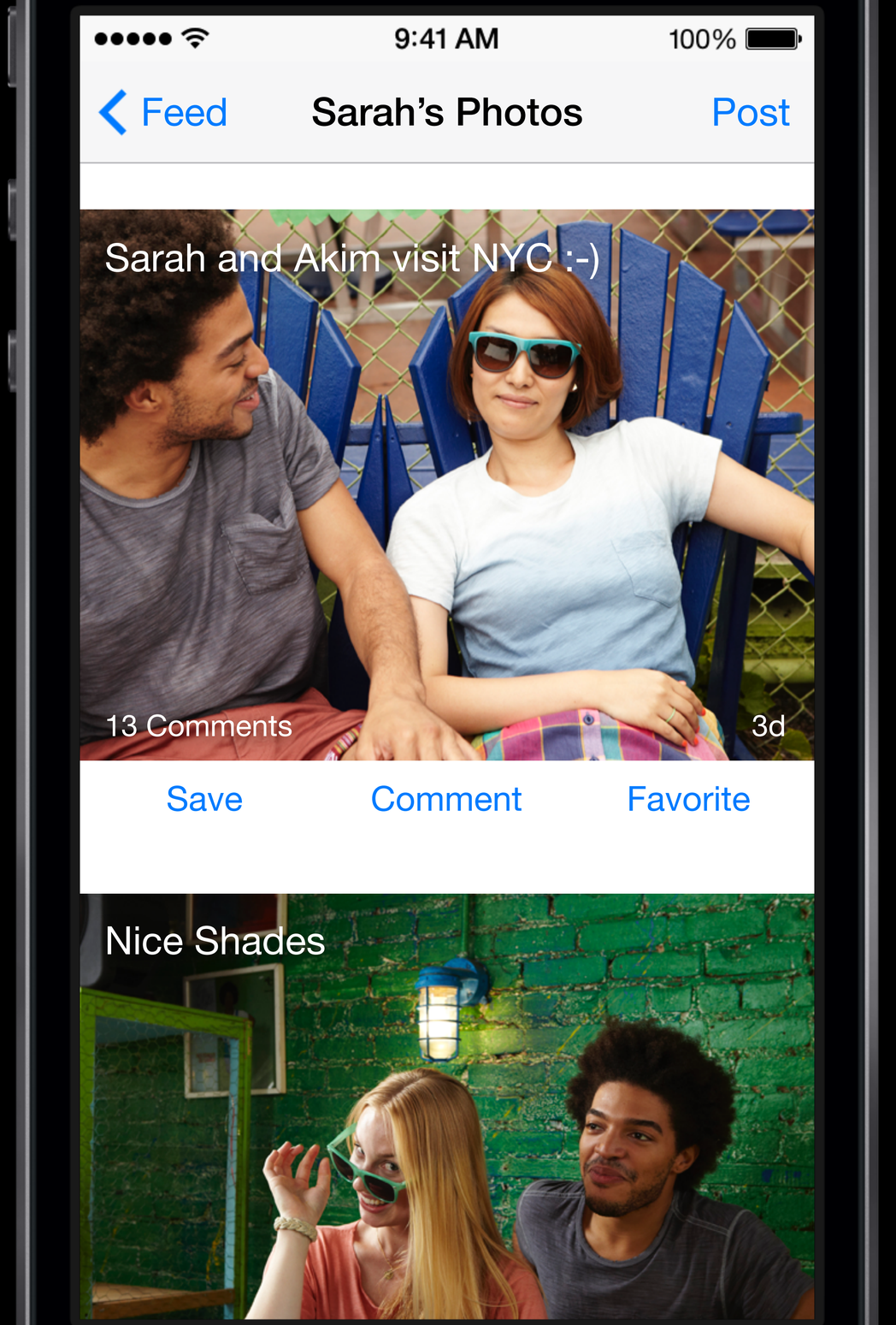
9:41 AM 100%

Feed Sarah's Photos Post

Sarah and Akim visit NYC :-)

13 Comments 3d

Save Comment Favorite


9:41 AM
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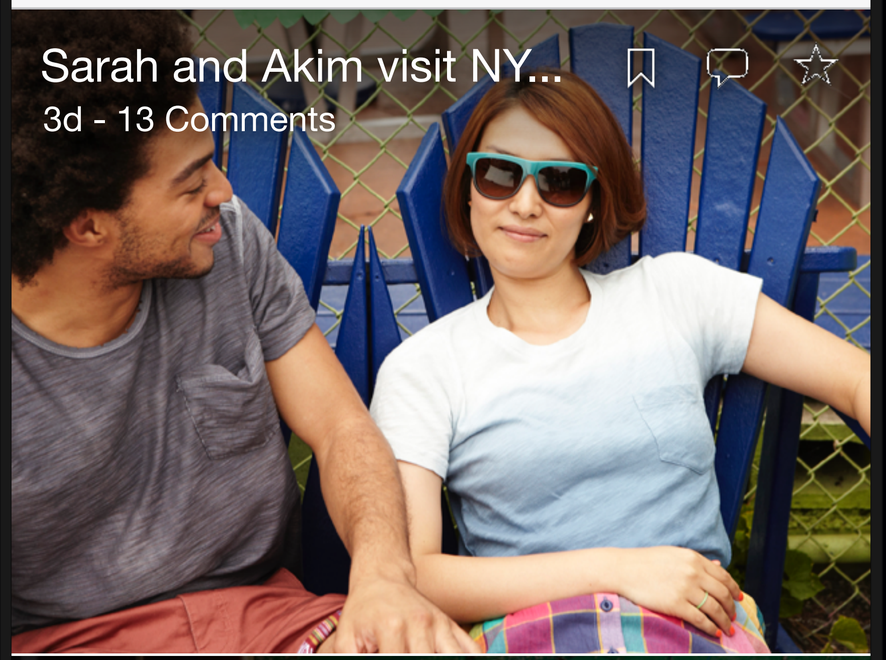
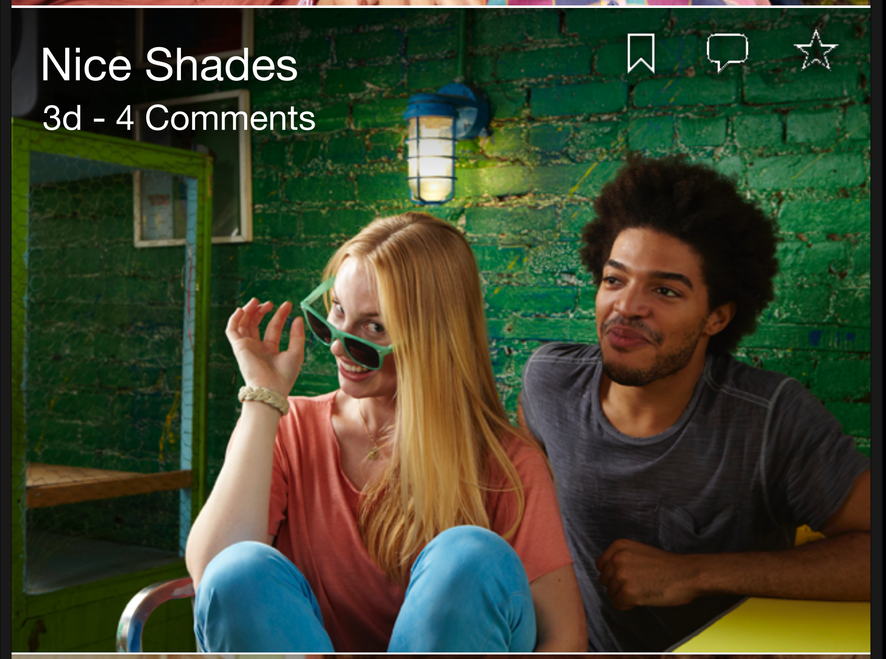
Feed
Sarah's Photos
Post
Sarah and Akim visit NYC :-)
13 Comments
3d
Save
Comment
Favorite
Nice Shades

9:41 AM 100%

Feed Sarah's Photos Post





Jonathan and Lauren's Place

The Look of iOS 7

App Icons

Interface Icons

Tint Colors

Button Borders

Boxes, Lines and Shadows

Blurring and Transparency

The Look of iOS 7

App Icons

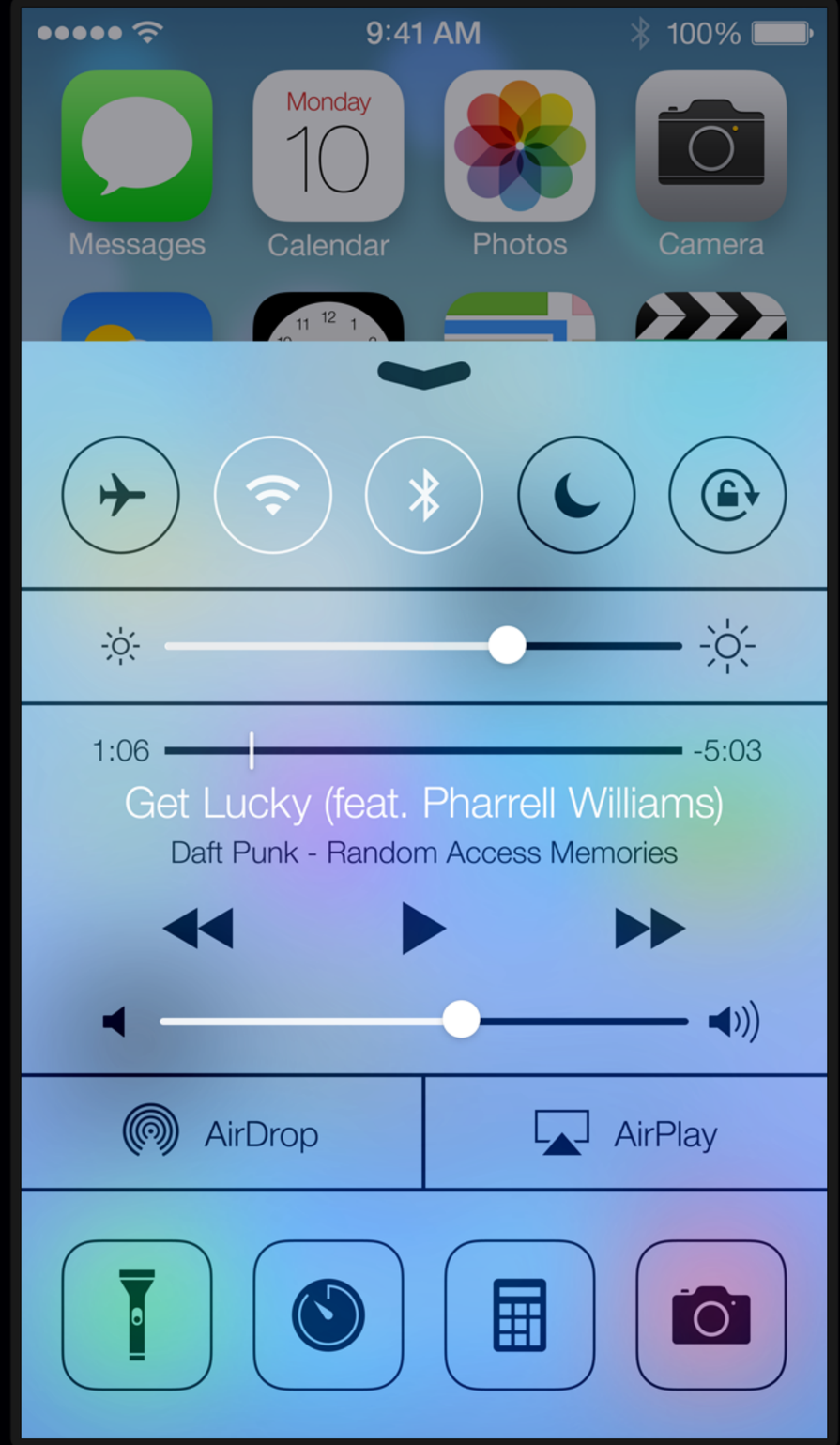
Interface Icons

Tint Colors

Button Borders

Boxes, Lines and Shadows

Blurring and Transparency


9:41 AM
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Calendar
Photos
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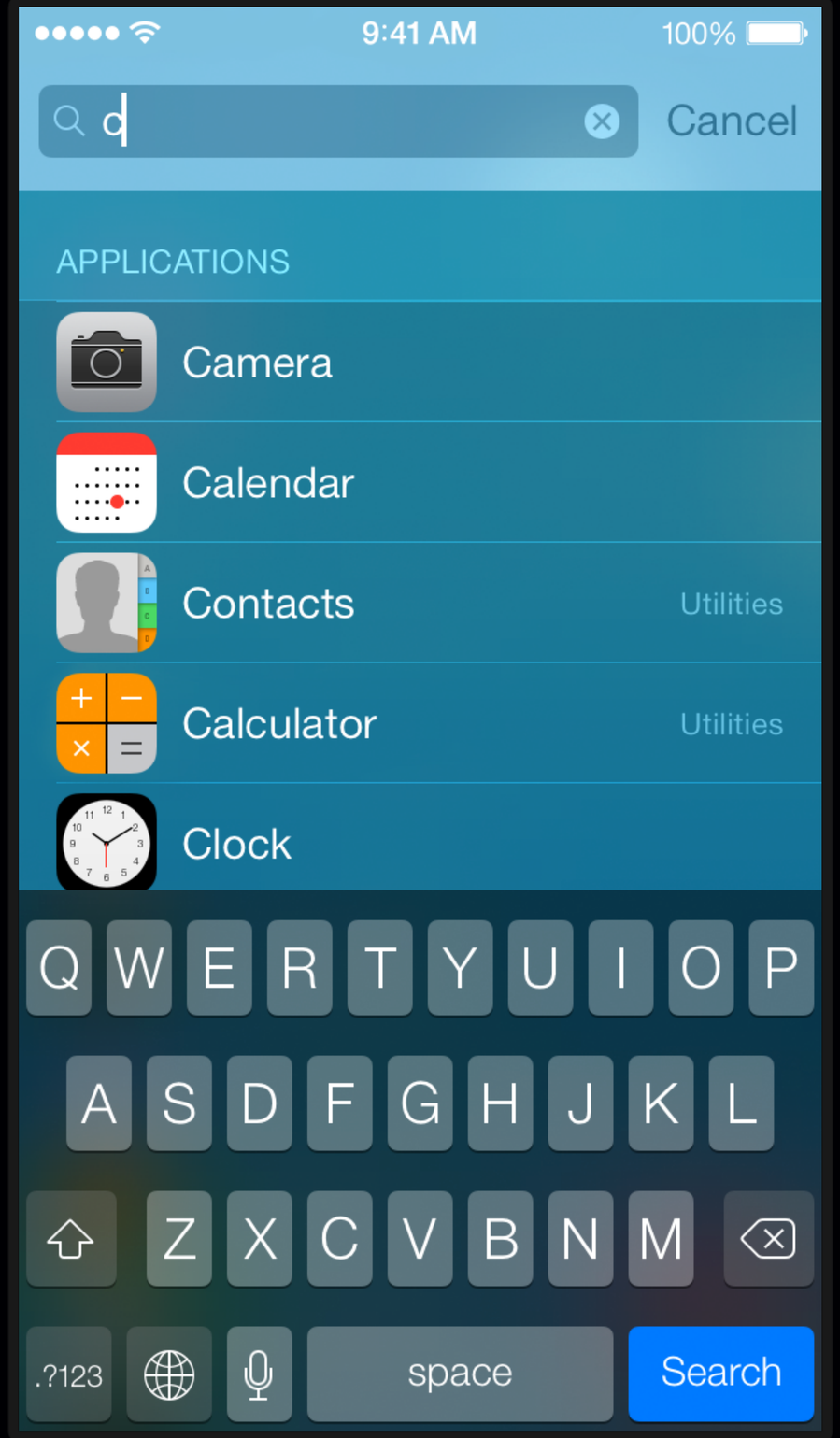
Get Lucky (feat. Pharrell Williams)
Daft Punk - Random Access Memories
AirDrop
AirPlay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Search

9:41 AM 100%

Sign In

Apple ID Required

Password Required

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Sign In

Register

Events Maps News Videos

WWDC2012
WWDC2012
ICAAC
American Society for Microbiology
San Francisco
LEFT LANE
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TURN LEFT
NO TURN ON RED
CHANEL
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Sign In

Register

Events Maps News Videos

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Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music

9:41 AM
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Weather
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Maps
Videos
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Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
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Phone
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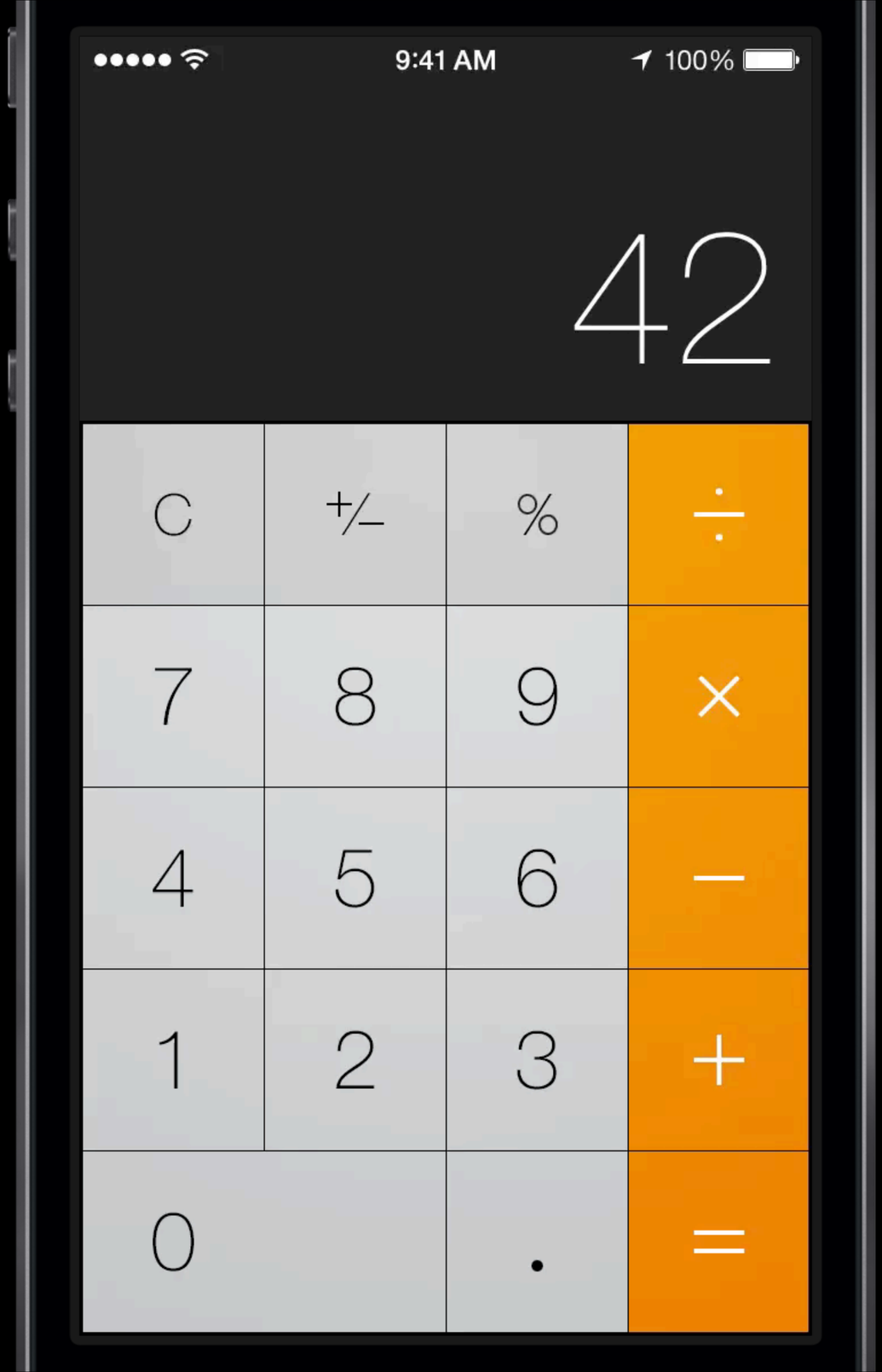
Safari
Music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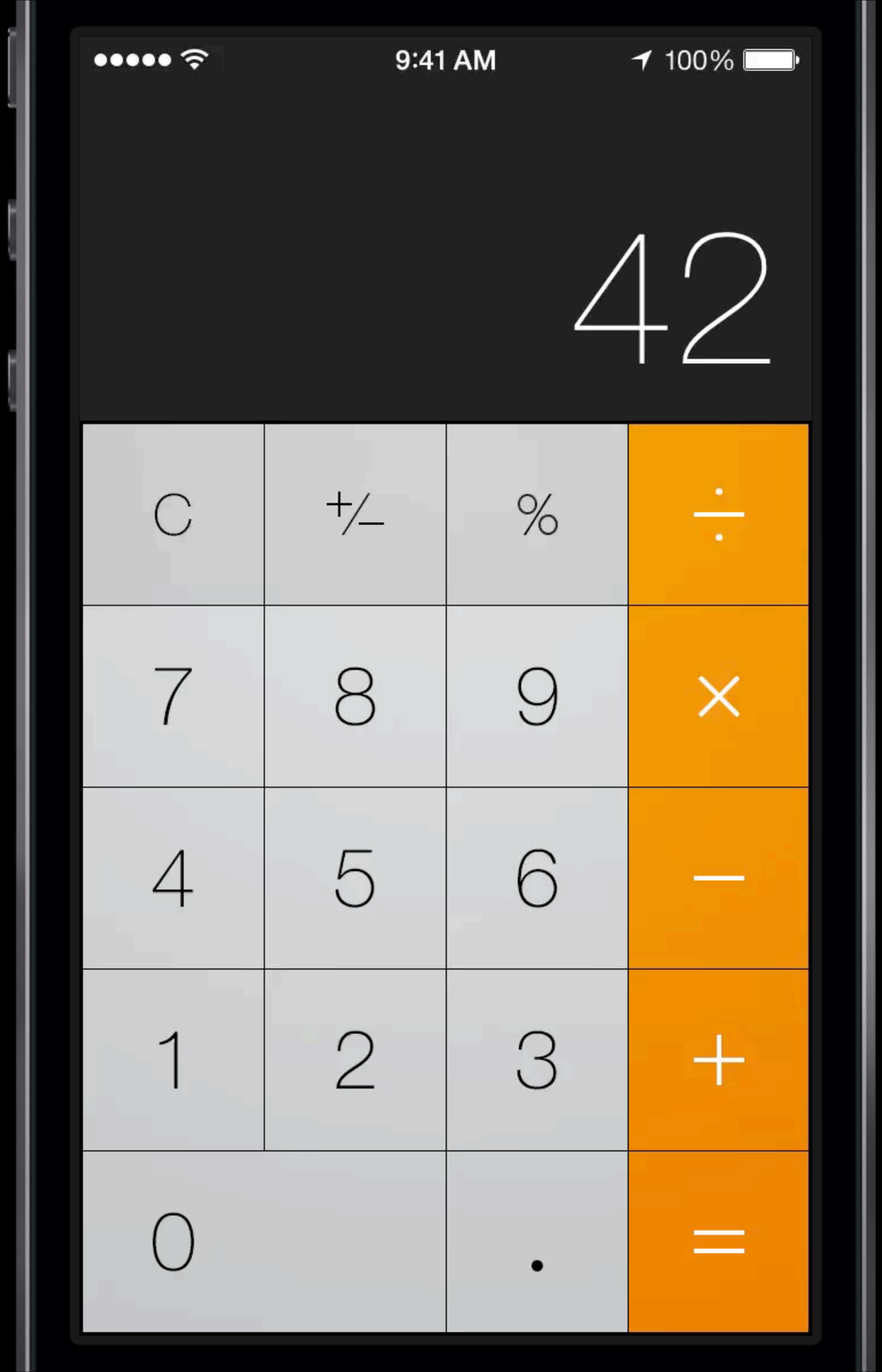
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00:00.00

New Recording

9/23/13

Done

No new recordings

9:41 AM 100%

Record

00:00 00:01 00:02 00:03 00:04 00:05

0 -1 -2 -3 -5 -7 -10

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New Recording

9/23/13

Done

No new recordings

9:41 AM
100%
Monday
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Messages
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Photos
Camera
1:06
-5:03
Get Lucky (feat. Pharrell Williams)
Daft Punk - Random Access Memories
AirDrop
AirPlay

Background

9:41 AM
100%
Monday
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Messages
Calendar
Photos
Camera
1:06
-5:03
Get Lucky (feat. Pharrell Williams)
Daft Punk - Random Access Memories
AirDrop
AirPlay

Blurred

9:41 AM
100%
Monday
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Messages
Calendar
Photos
Camera
1:06
-5:03
Get Lucky (feat. Pharrell Williams)
Daft Punk - Random Access Memories
AirDrop
AirPlay

Not Blurred

9:41 AM

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-0:07

9:41 AM

100%

Done

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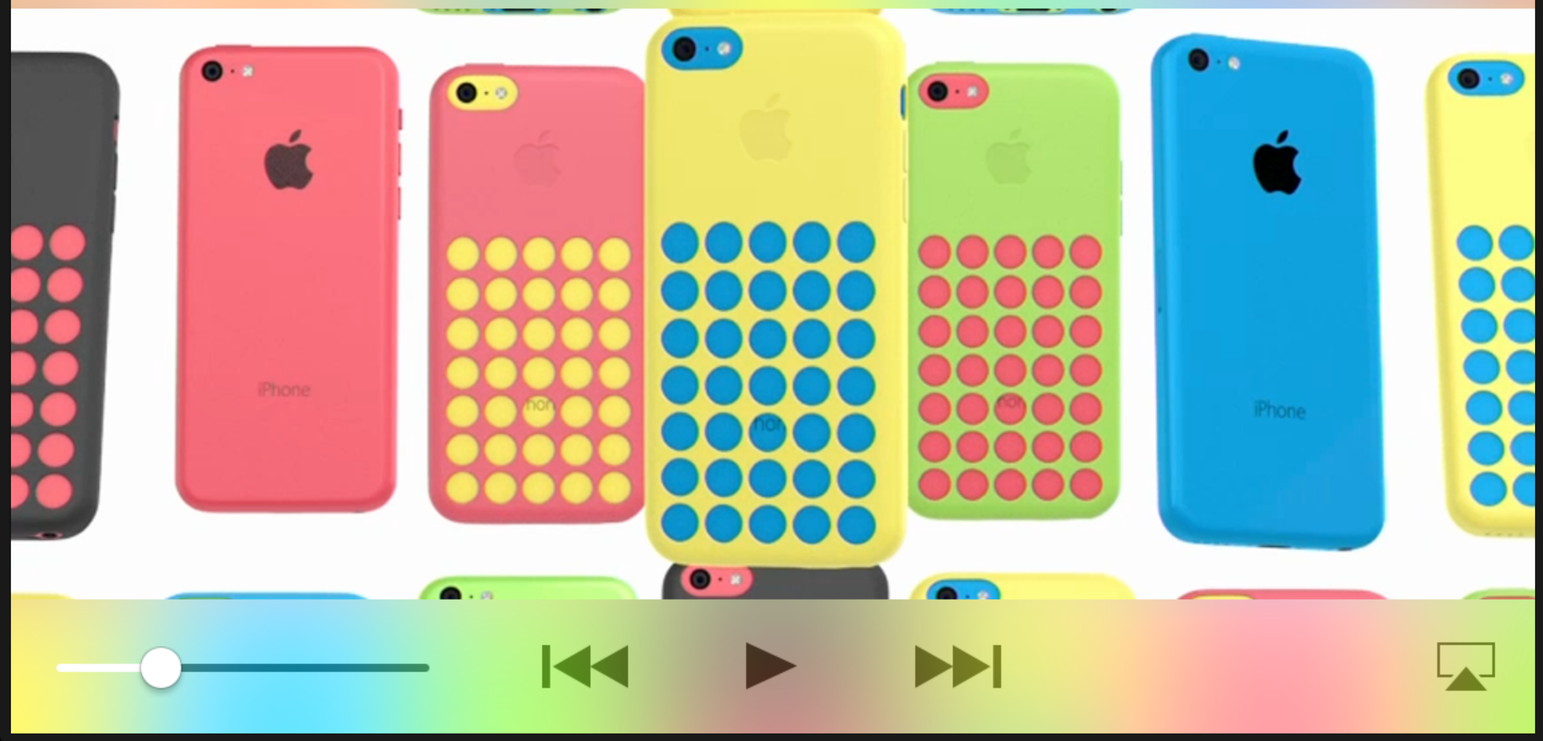
-0:07



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Sign In

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Sign In

Register

Events Maps News Videos

The Look of iOS 7

The Feel of iOS 7

9:41 AM 100%

Messages Calendar Photos Camera

Wednesday 12

Weather Clock Maps Videos

280

Notes Reminders Stocks Game Center

Newsstand iTunes Store App Store Passbook

Compass Settings

Phone Mail Safari Music

9:41 AM 100%

Messages Calendar Photos Camera

Wednesday 12

Weather Clock Maps Videos

280

Notes Reminders Stocks Game Center

Newsstand iTunes Store App Store Passbook

Compass Settings

Phone Mail Safari Music

100%

Messages Lucy Contact

Fine

Fine?

Yep

"Great"

You owe me after this weird excercise

Hey want to grab some lunch?

Sure! Sounds great. How about BBQ or pizza?

Pizza would be great. Got a place in mind?

There is a great place on

Text Message Send

100%

Messages Lucy Contact

Fine

Fine?

Yep

"Great"

You owe me after this weird excercise

Hey want to grab some lunch?

Sure! Sounds great. How about BBQ or pizza?

Pizza would be great. Got a place in mind?

There is a great place on

Text Message Send

9:41 AM
100%
Monday
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Messages
Calendar
Photos
Camera
Weather
Clock
Maps
Videos
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Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music

9:41 AM
100%
Monday
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Messages
Calendar
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music

Dynamics
&
Motion Effects

Dynamics
&
Motion Effects

Dynamics

100%

9:41

Monday, September 30

slide to unlock

100%

9:41

Monday, September 30

slide to unlock

Motion Effects

9:41 AM 100%

Apple

iPad

Two sizes do all.

Apple - Aperture - Pro performance with *iPhoto*…

Close All Pages?

Would you like to close your existing pages before turning on Private Browsing?

Keep All | **Close All**

iPod touch

Engineered for maximum funness.

Apple - iPad

Private + Done

9:41 AM 100%

Apple

iPad

Two sizes do all.

Apple - Aperture - Pro performance with *iPhoto*…

Close All Pages?

Would you like to close your existing pages before turning on Private Browsing?

Keep All | **Close All**

iPod touch

Engineered for maximum funness.

Apple - iPad

Private + Done

Realism

Realism

Kinetic Realism

iPad
9:41 AM
100%
FaceTime
Tuesday
10
Calendar
Photos
Camera
Contacts
Clock
Maps
Videos
Notes
Reminders
Photo Booth
Game Center
Newsstand
iTunes Store
App Store
Settings
Messages
Mail
Safari
Music

Getting Animation Right

The Feel of iOS 7

Show Restraint

Keep People Oriented

Establishing Spatial Relationships

Providing Feedback

Focusing Attention

Expressing Material Properties

Timing is Everything

Easing is Important

Motion Effects Should be Subtle

The Feel of iOS 7

Show Restraint

Keep People Oriented

Establishing Spatial Relationships

Providing Feedback

Focusing Attention

Expressing Material Properties

Timing is Everything

Easing is Important

Motion Effects Should be Subtle

100%

Enter Passcode

1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
0

Emergency
Cancel

100%
Enter Passcode
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
0
Emergency
Delete

Tap

100%

Enter Passcode

1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
0

Emergency
Cancel

100%
Enter Passcode
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
0
Emergency
Delete

Tap

The Feel of iOS 7

Show Restraint

Keep People Oriented

Establishing Spatial Relationships

Providing Feedback

Focusing Attention

Expressing Material Properties

Timing is Everything

Easing is Important

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Show Restraint

Keep People Oriented

Establishing Spatial Relationships

Providing Feedback

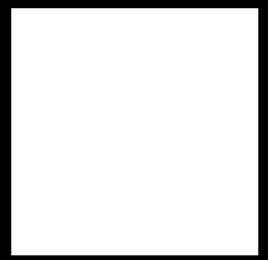
Focusing Attention

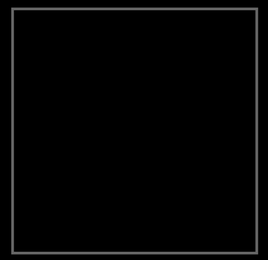
Expressing Material Properties

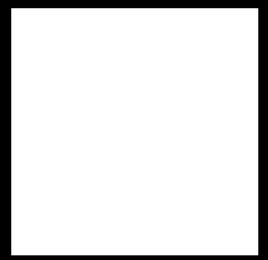
Timing is Everything

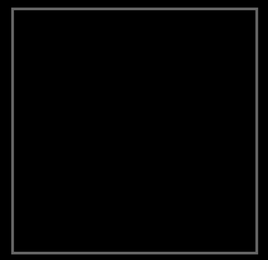
Easing is Important

Motion Effects Should be Subtle









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Albums **My Photo Stream** Select

Photos Shared Albums

9:41 AM 100%

Albums **My Photo Stream** Select

Photos Shared Albums

9:41 AM 100%

Albums **My Photo Stream** Select

Photos Shared Albums

9:41 AM 100%

Back 47 of 461 Edit

9:41 AM 100%

Albums My Photo Stream Select

Photos Shared Albums

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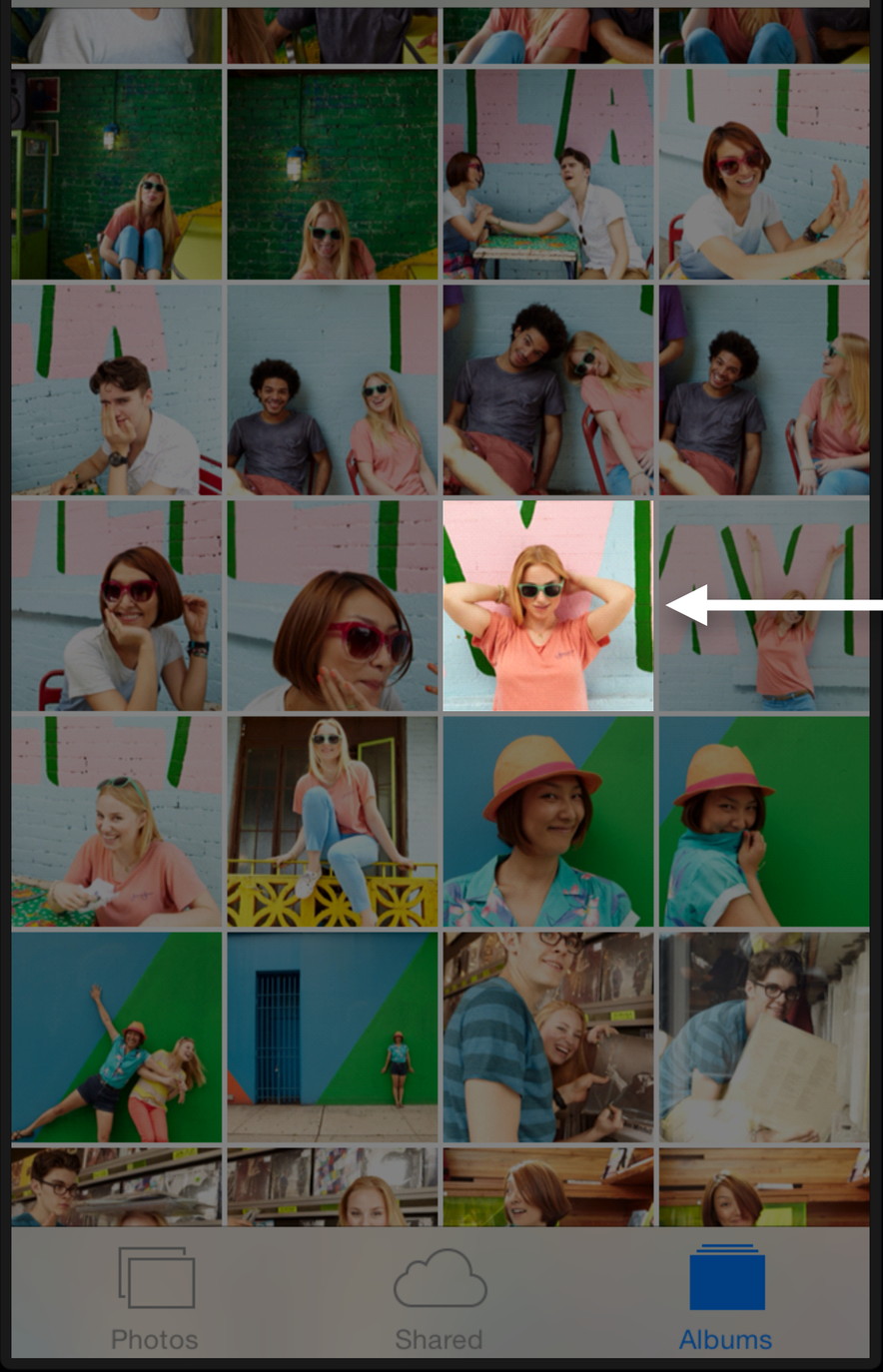
Albums My Photo Stream Select



Photos Shared Albums

You were here

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Albums **My Photo Stream** Select

Photos Shared Albums

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Back 47 of 461 Edit

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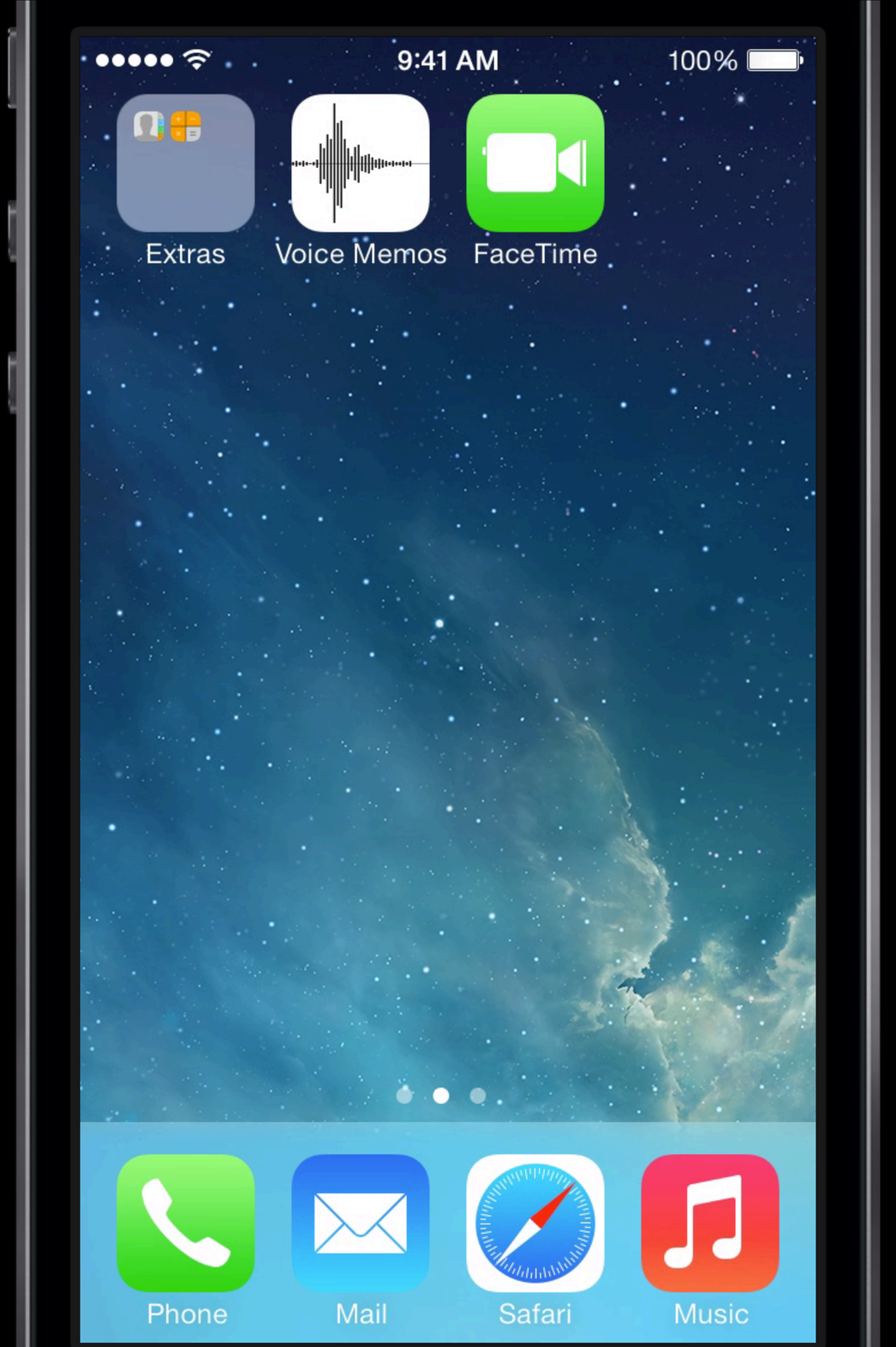
Albums **My Photo Stream** Select

Photos Shared Albums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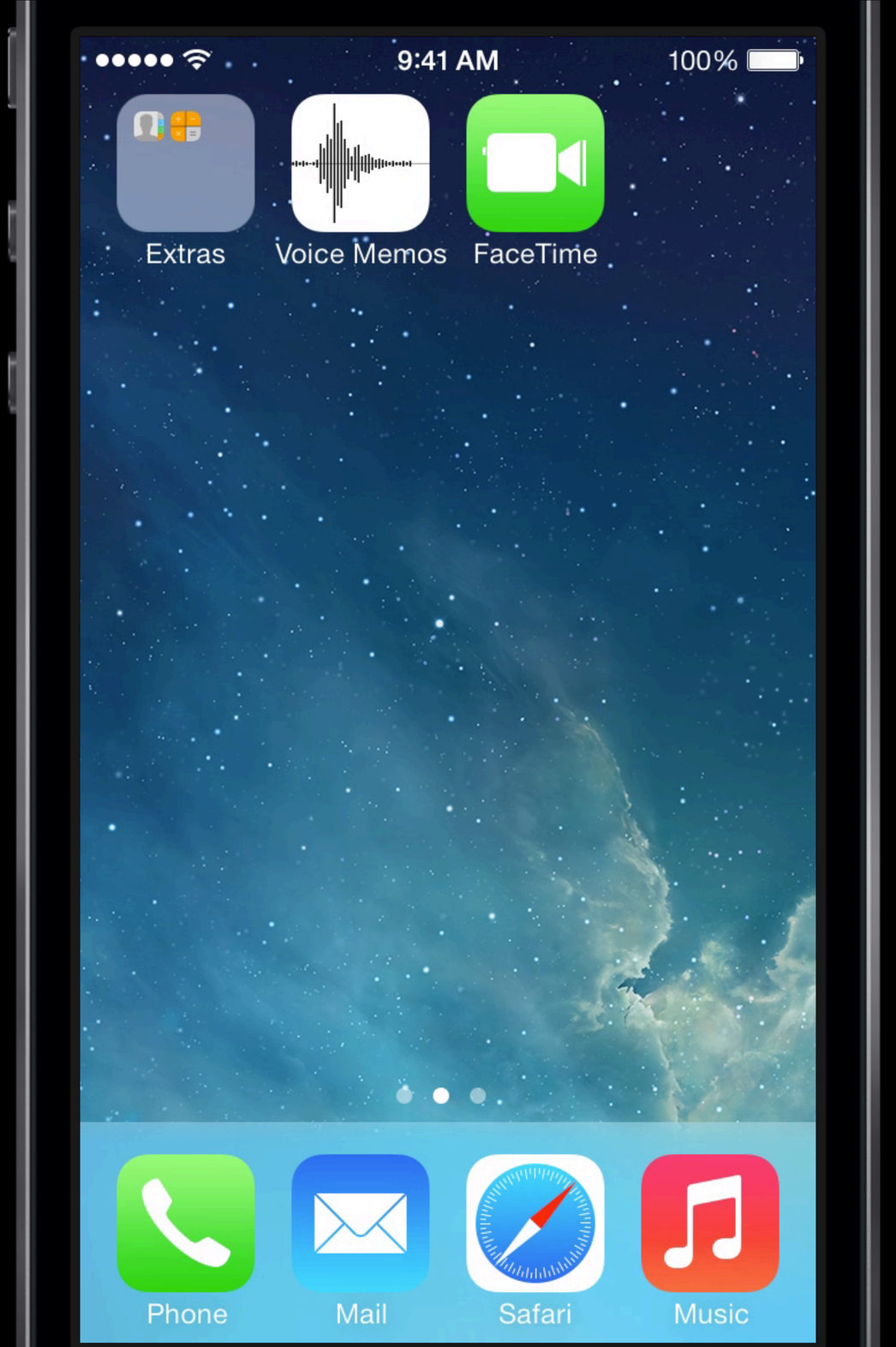
Extras
Voice Memos
FaceTime
Phone
Mail
Safari
Music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2013

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Today Calendars Inbox

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2013

S M T W T F S

JUN

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Today Calendars Inbox

9:41 AM
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Messages
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Calendar
Photos
Camera
Weather
Clock
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Maps
Videos
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Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
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Videos
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Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music

The Feel of iOS 7

Show Restraint

Keep People Oriented

Establishing Spatial Relationships

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Timing is Everything

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9:41 AM
100%
Cupertino
Partly Cloudy
79°
Saturday Today 79 55
Now 6PM 6:53PM 7PM 8PM 9PM
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Today
Photos
Weather
Monday
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Calendar

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Select
Share
Albums
9:41 AM
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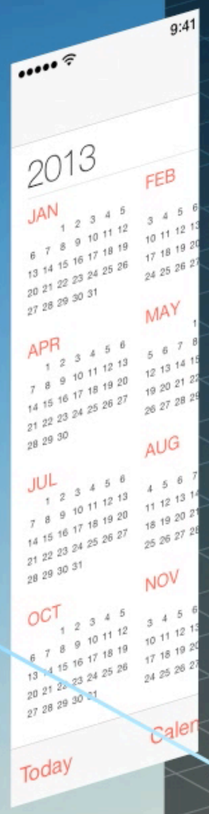
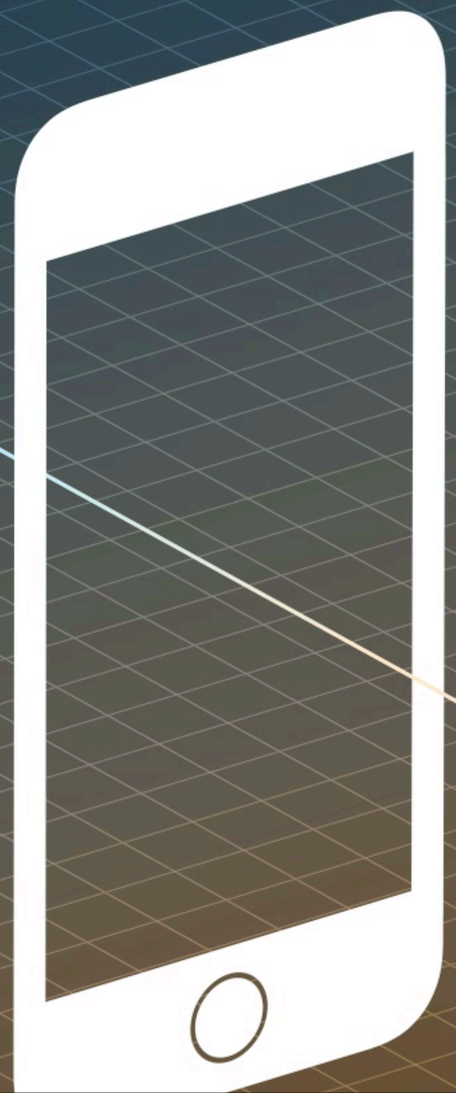
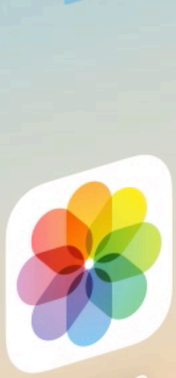
23
Calendar

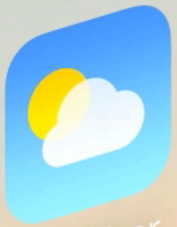
Further

Closer





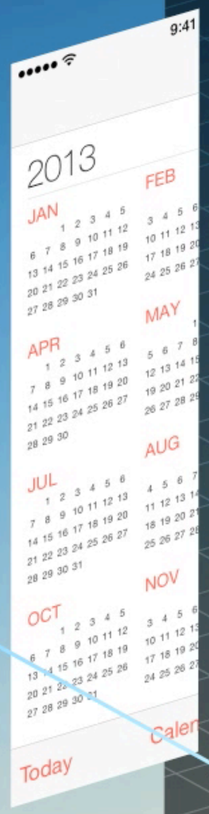

Photos

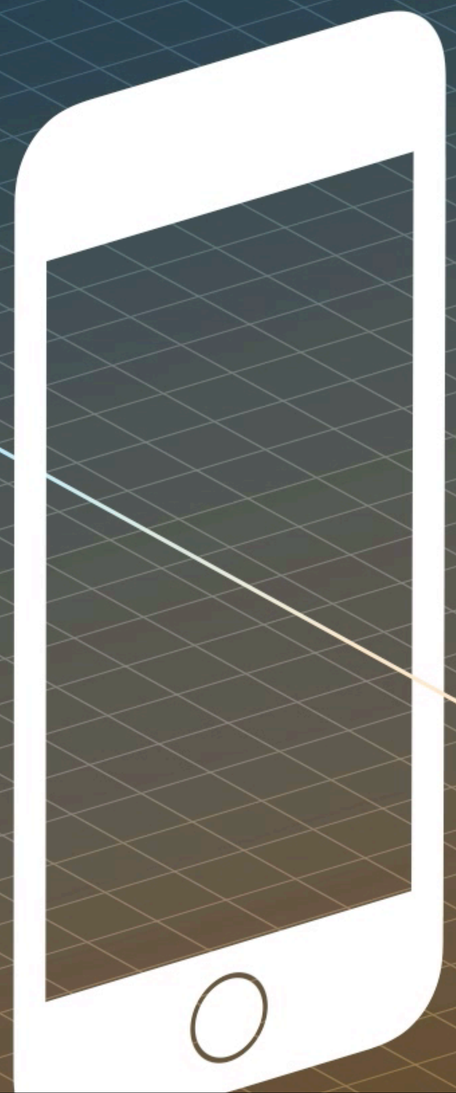

Weather

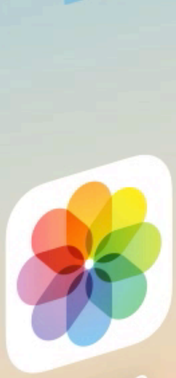
Calendar

Further

Closer



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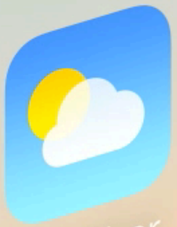
Weather

Calendar

9:41 AM
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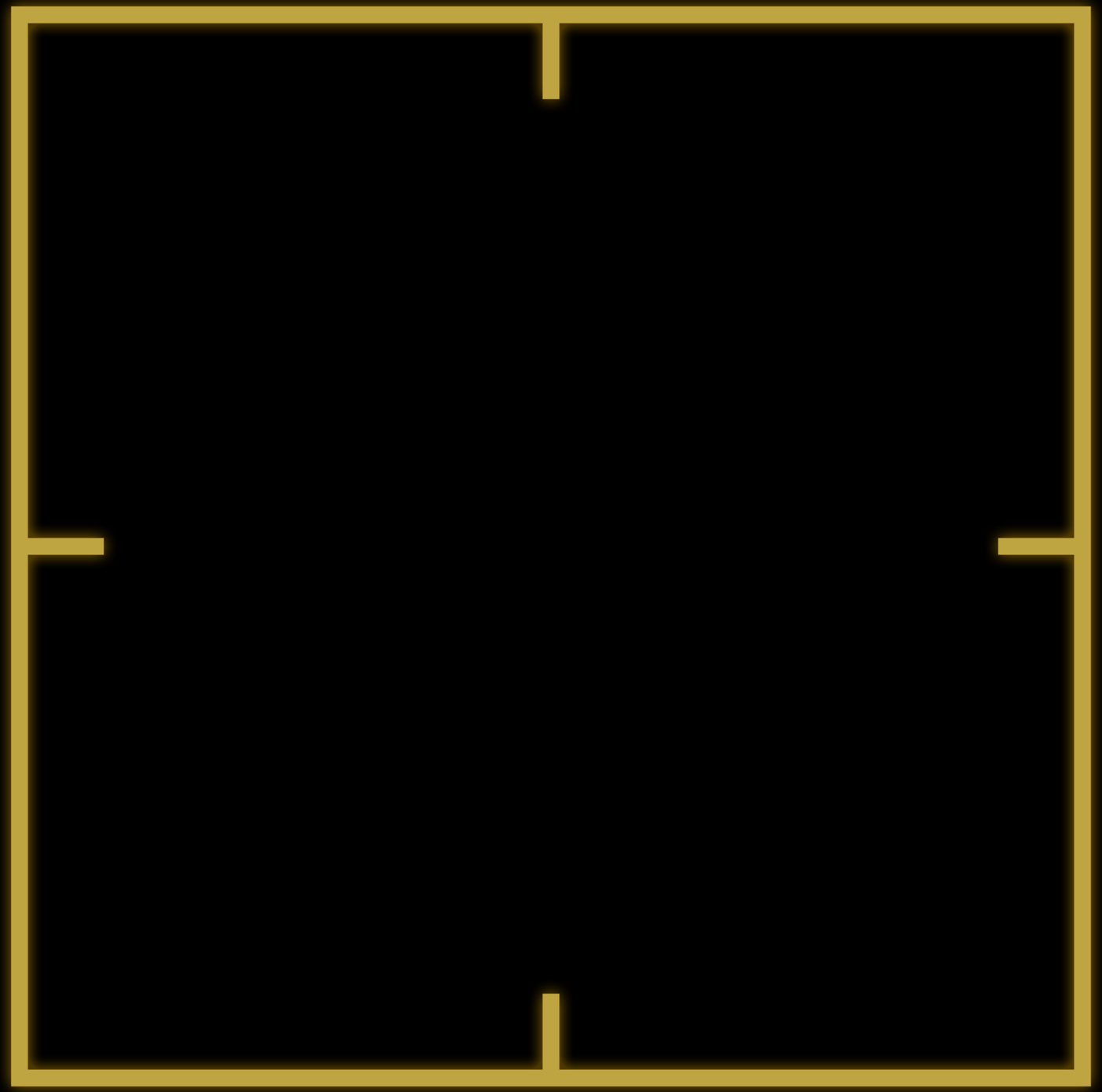
Off HDR Off

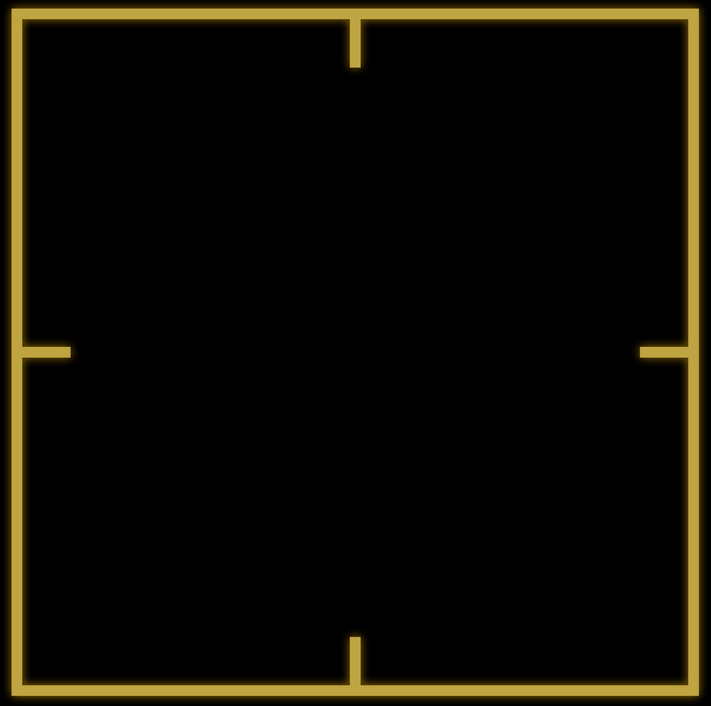
VIDEO PHOTO SQUARE PANO

Off HDR Off

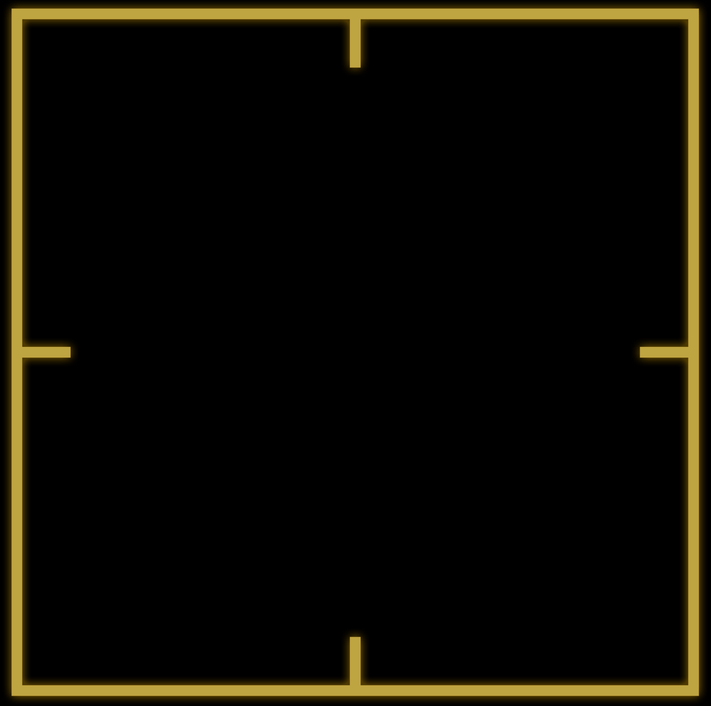
VIDEO PHOTO SQUARE PANO

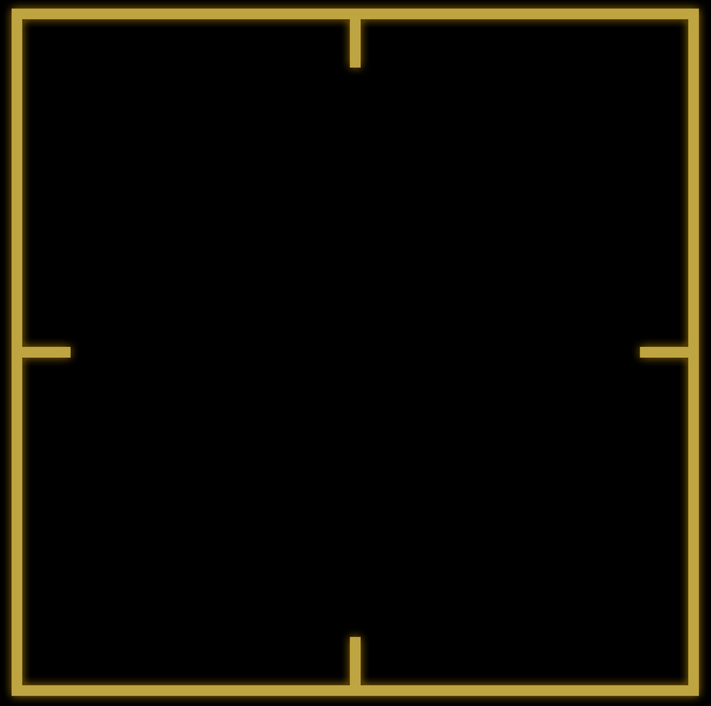


Focusing...



Focus and Exposure Lock





Shoot!

Ready...

Set...

Go!

Ready...

Set...

Go!

9:41 AM 100%

Enter Passcode

1 2 ABC 3 DEF

4 GHI 5 JKL 6 MNO

7 PQRS 8 TUV 9 WXYZ

0

Emergency Cancel

9:41 AM 100%

Enter Passcode

1 2 ABC 3 DEF

4 GHI 5 JKL 6 MNO

7 PQRS 8 TUV 9 WXYZ

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Emergency Cancel

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100%

9:41

Monday, September 23

slide to unlock

100%

9:41

Monday, September 23

slide to unlock

9:41 AM 100%

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Store Mac iPod iPhone iPad iTunes Support

iPhone 5S

Forward thinking.

Watch the keynote

Watch the video

Learn more >

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Animation 1

Animation 2

Animation 3

Animation 1

Animation 2

Animation 3

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Monday, September 30

slide to unlock

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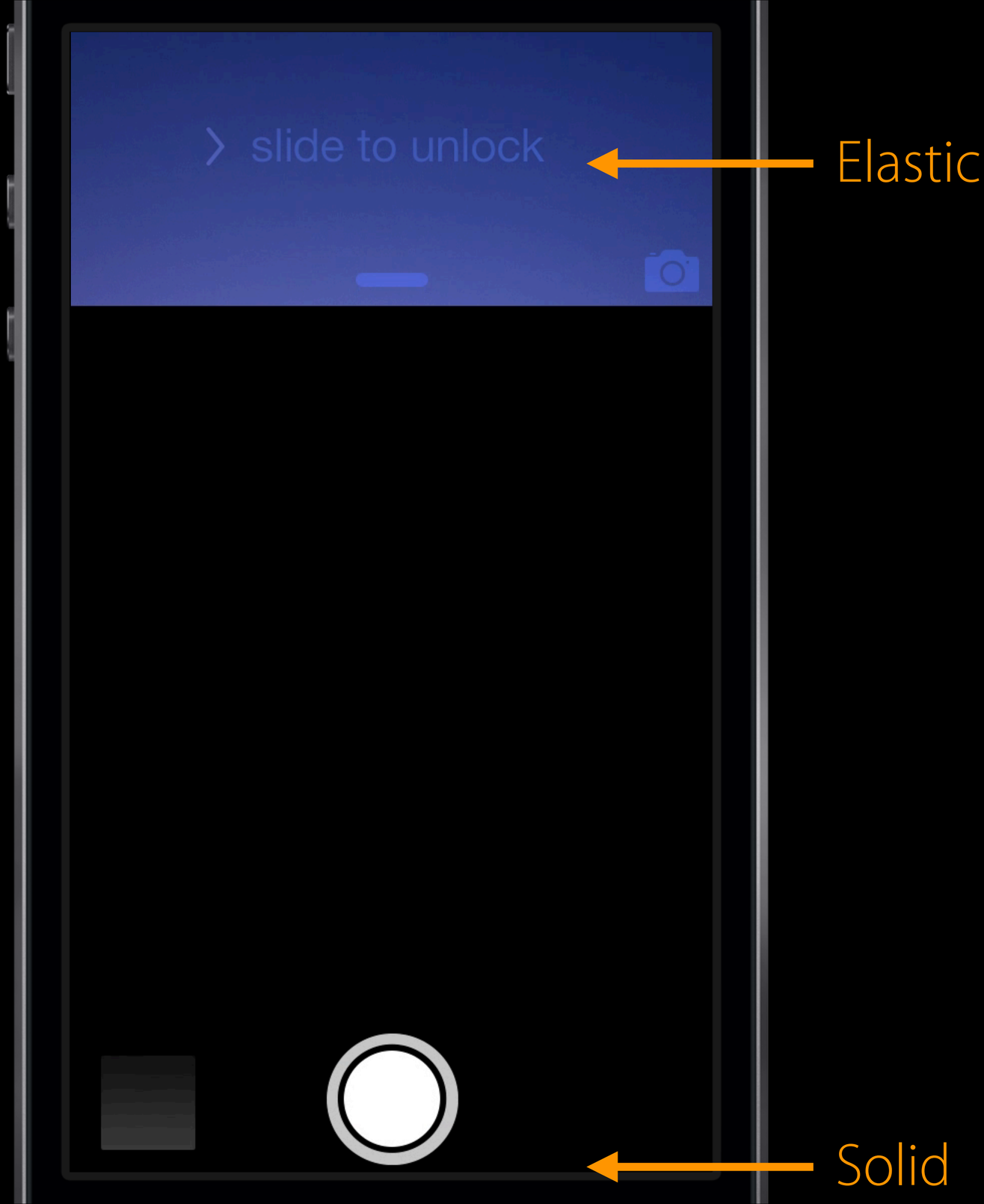
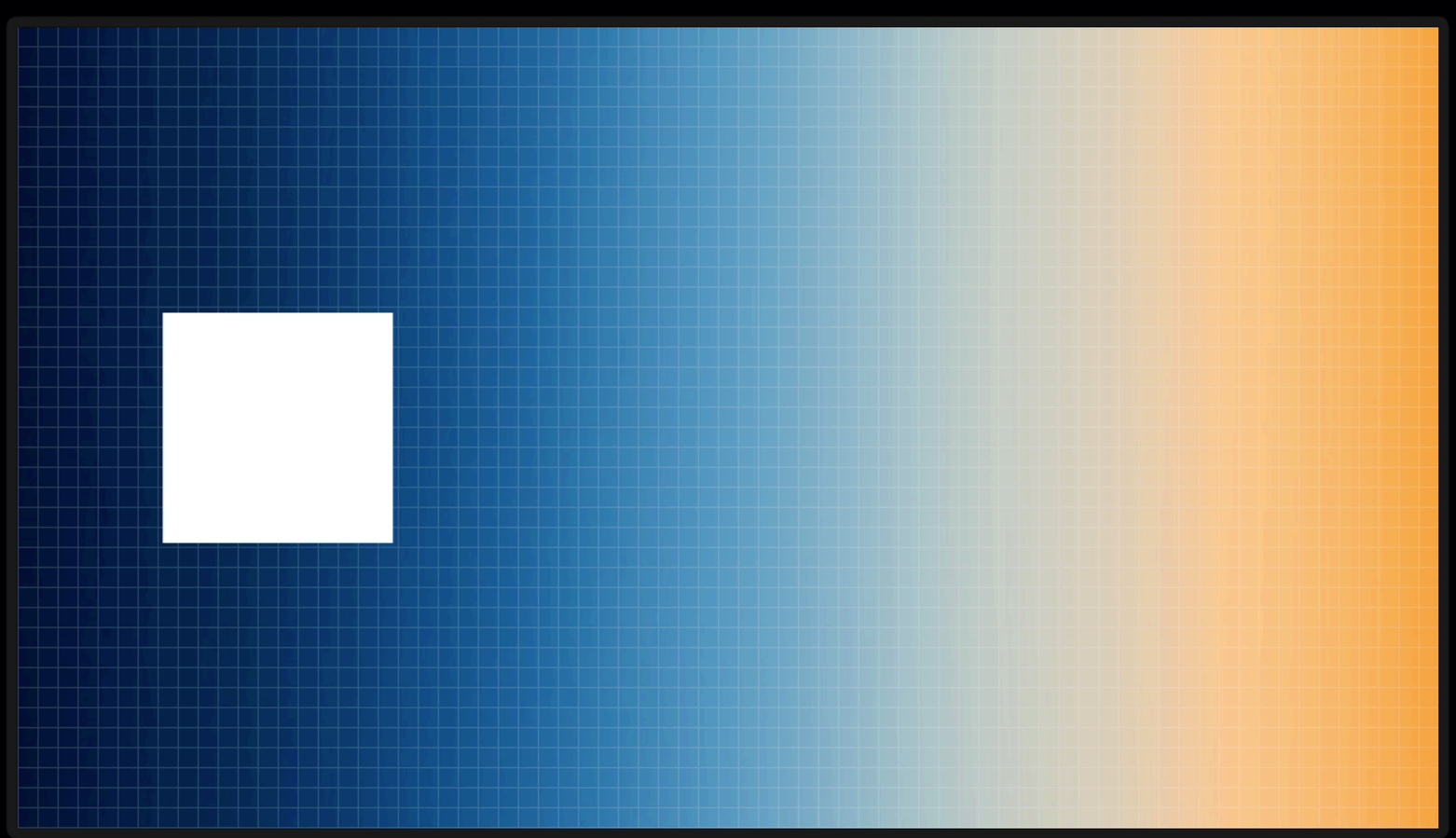
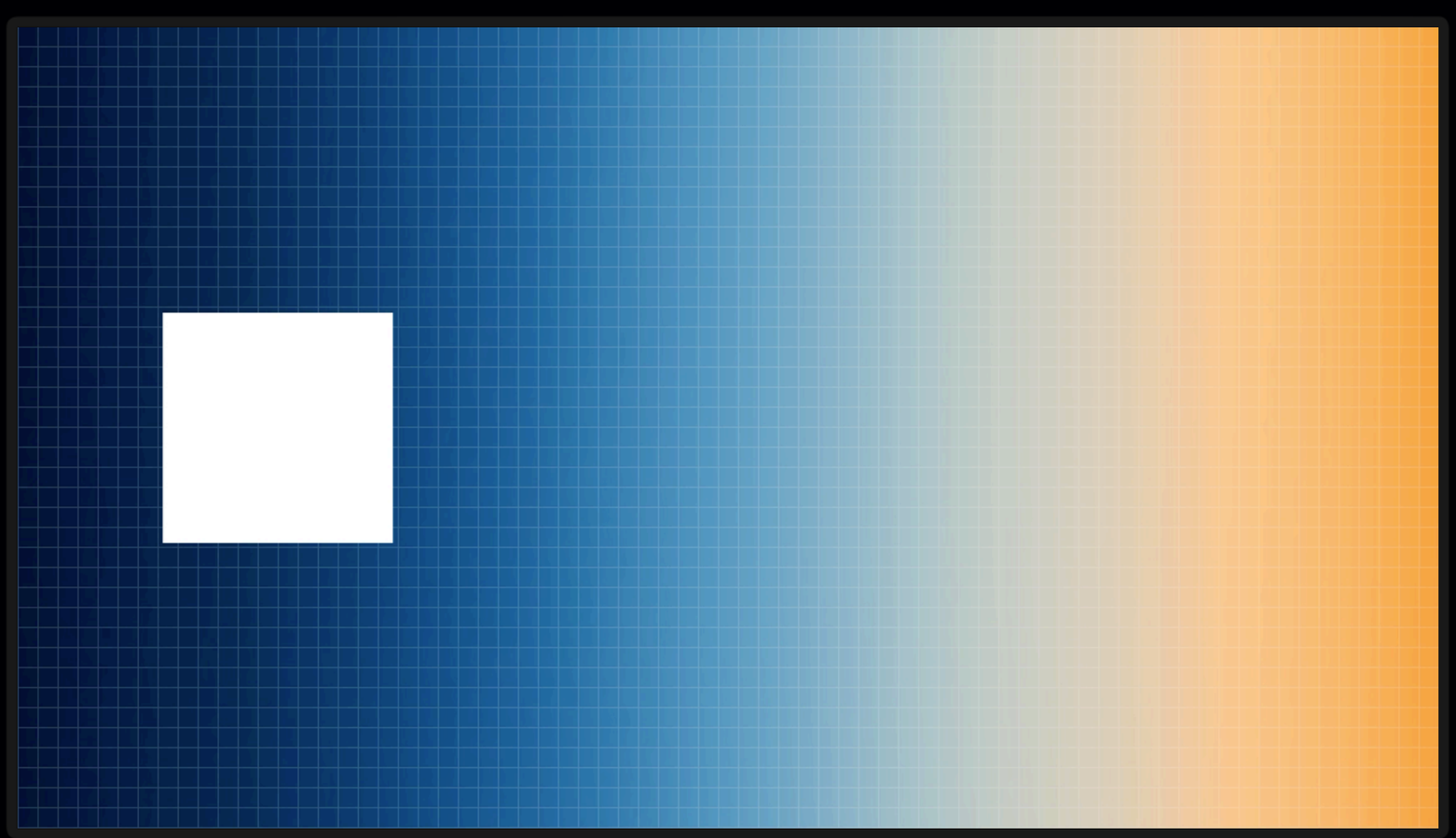
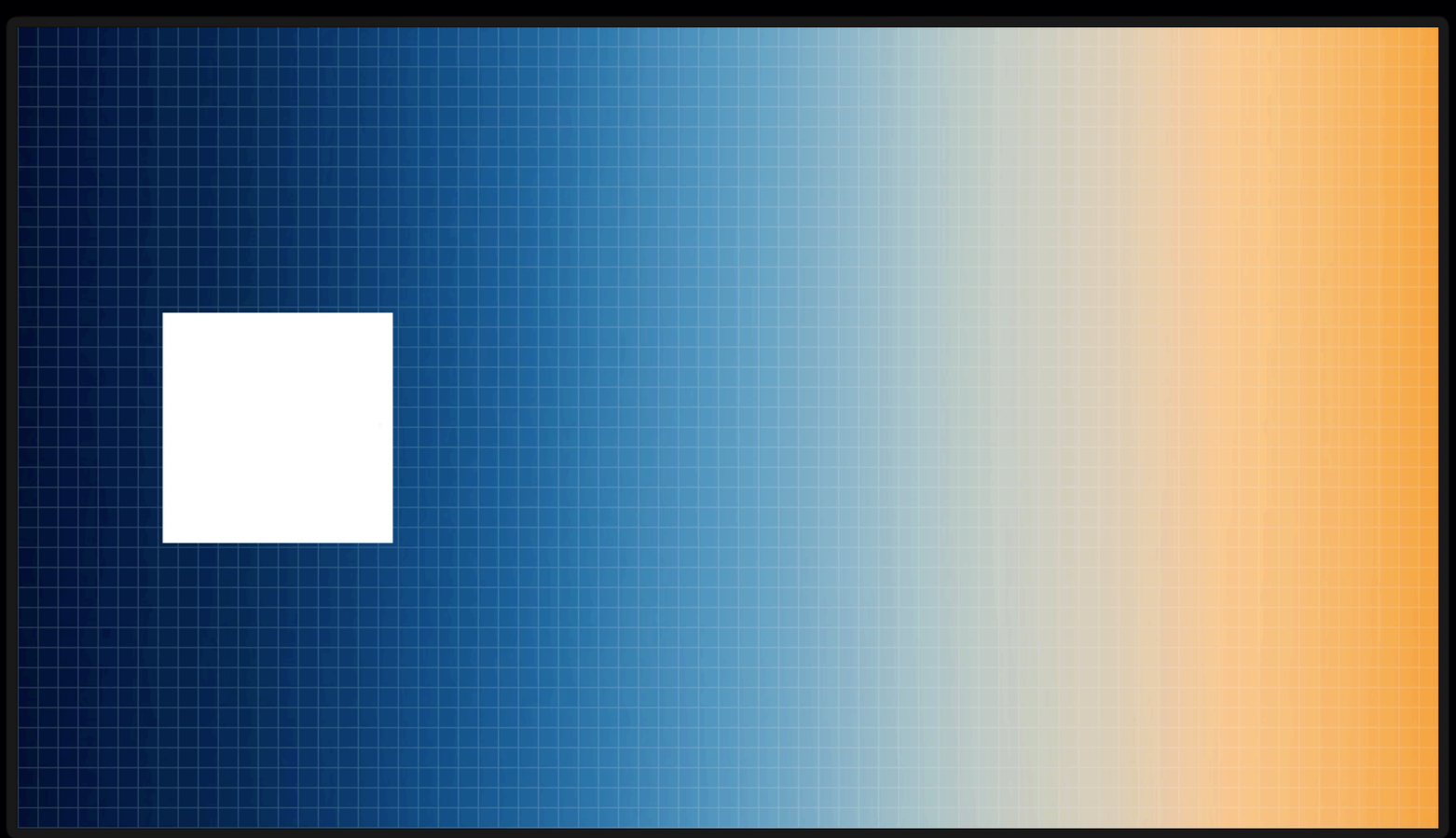
Monday, September 30
slide to unlock
Elastic
Solid

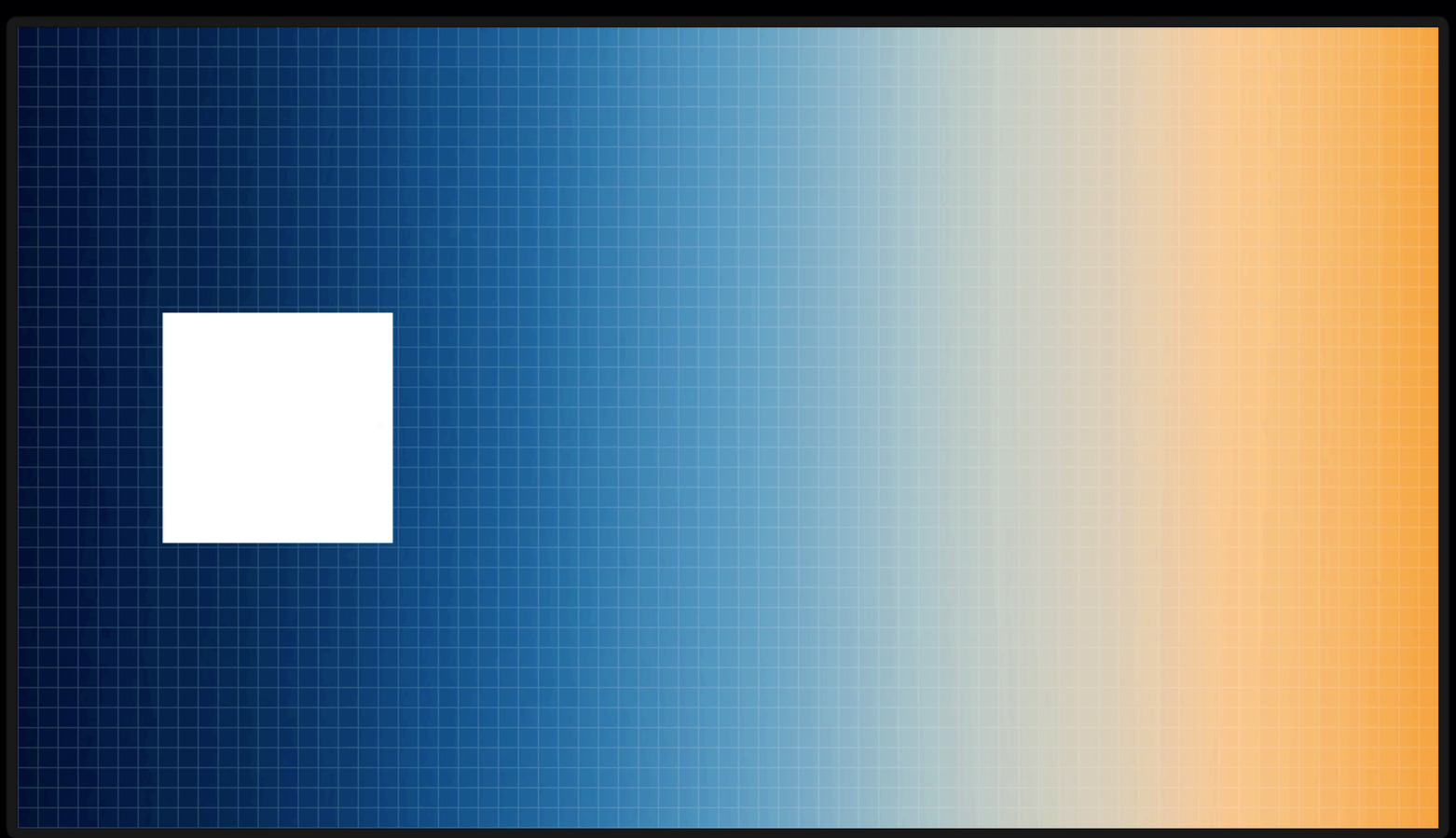

slide to unlock
Elastic
Solid

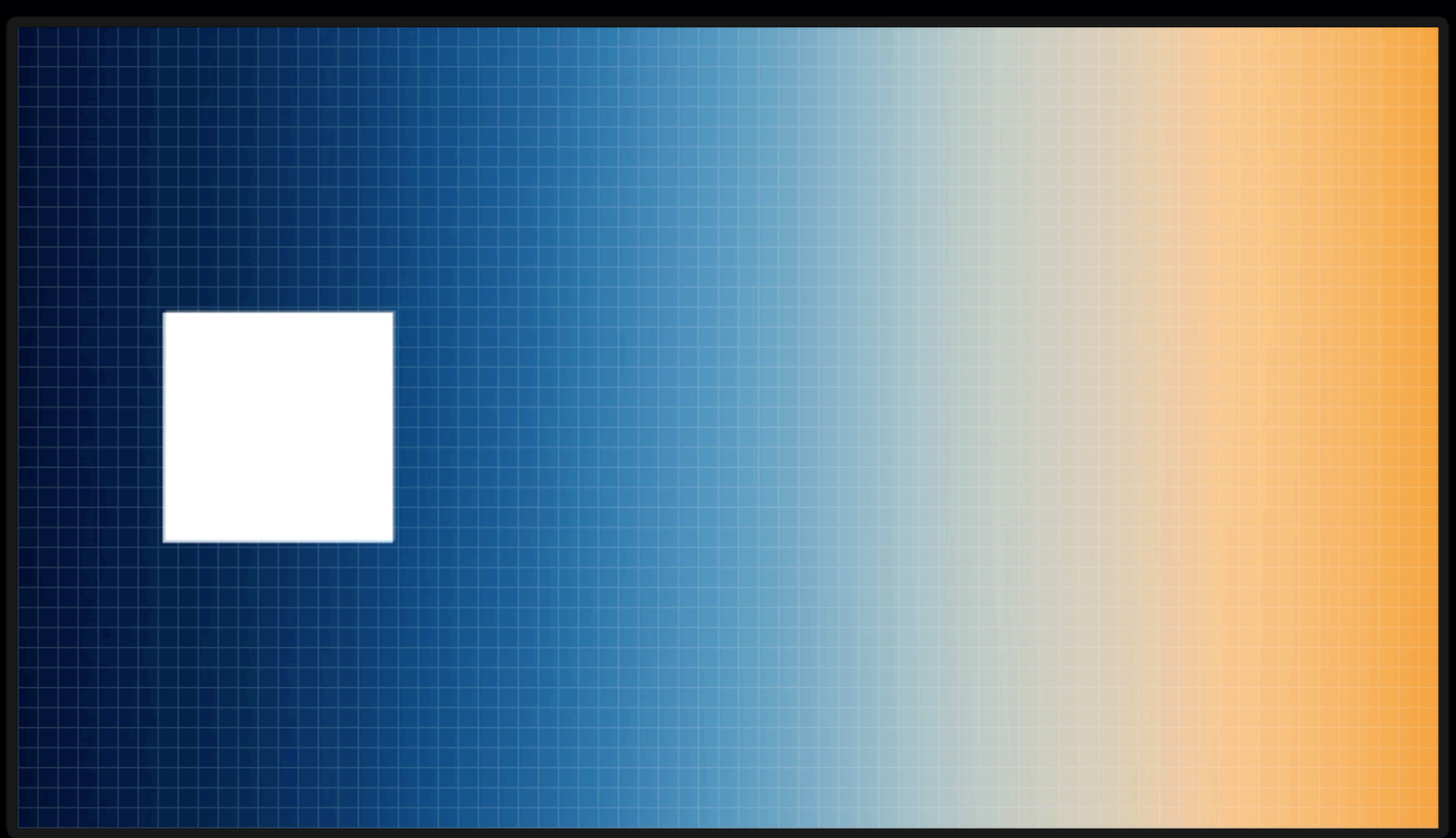
slide to unlock

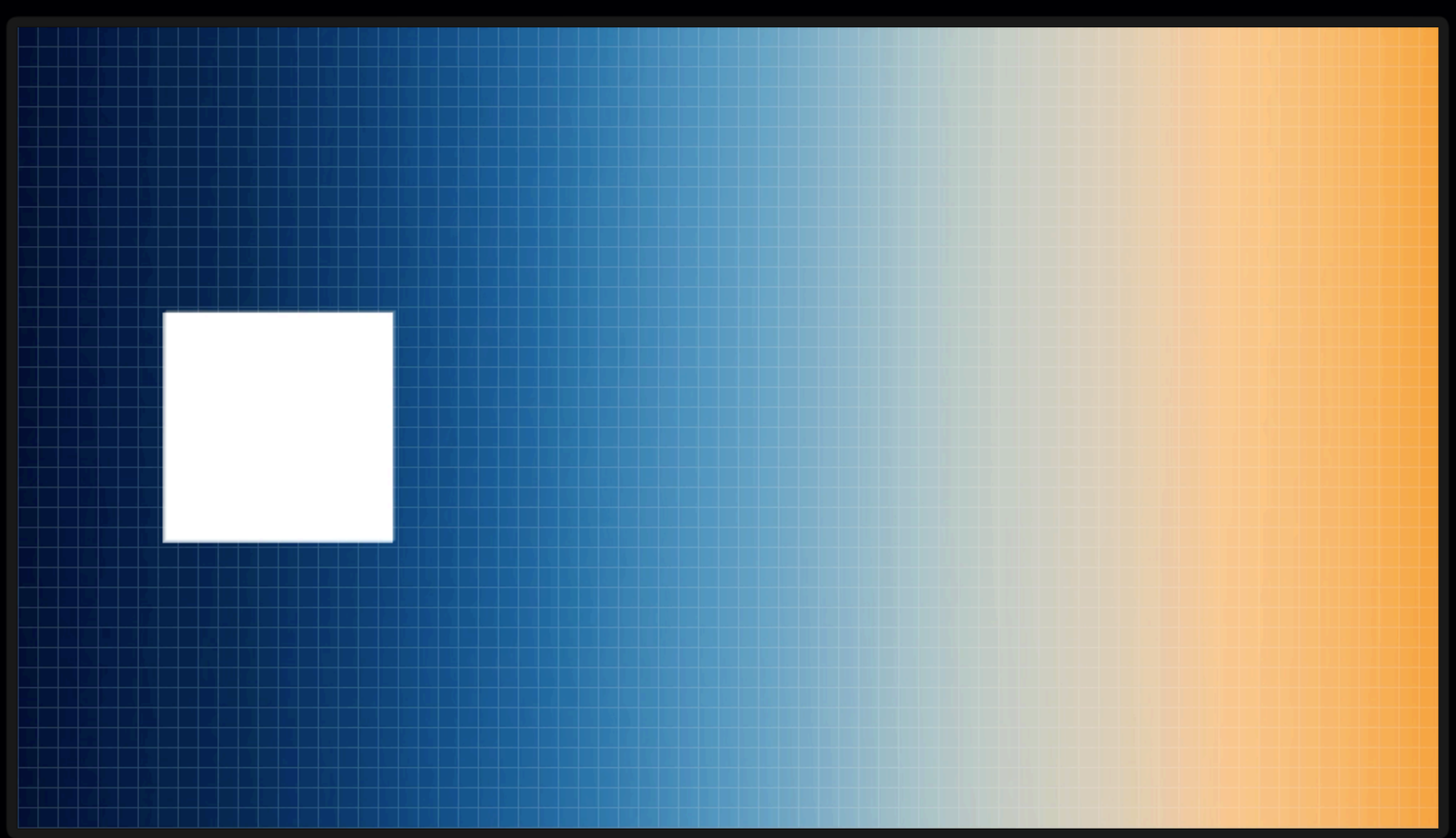


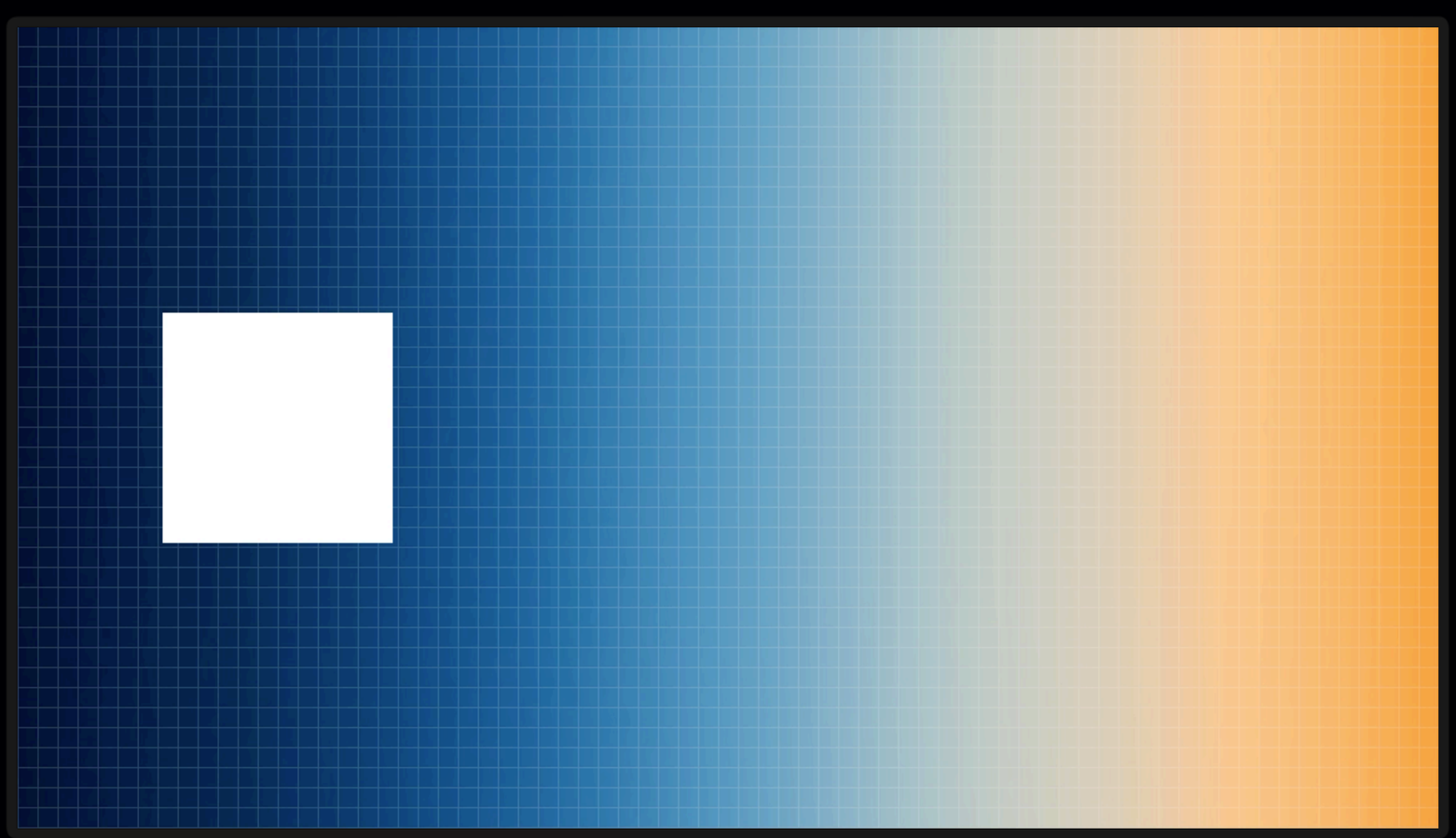


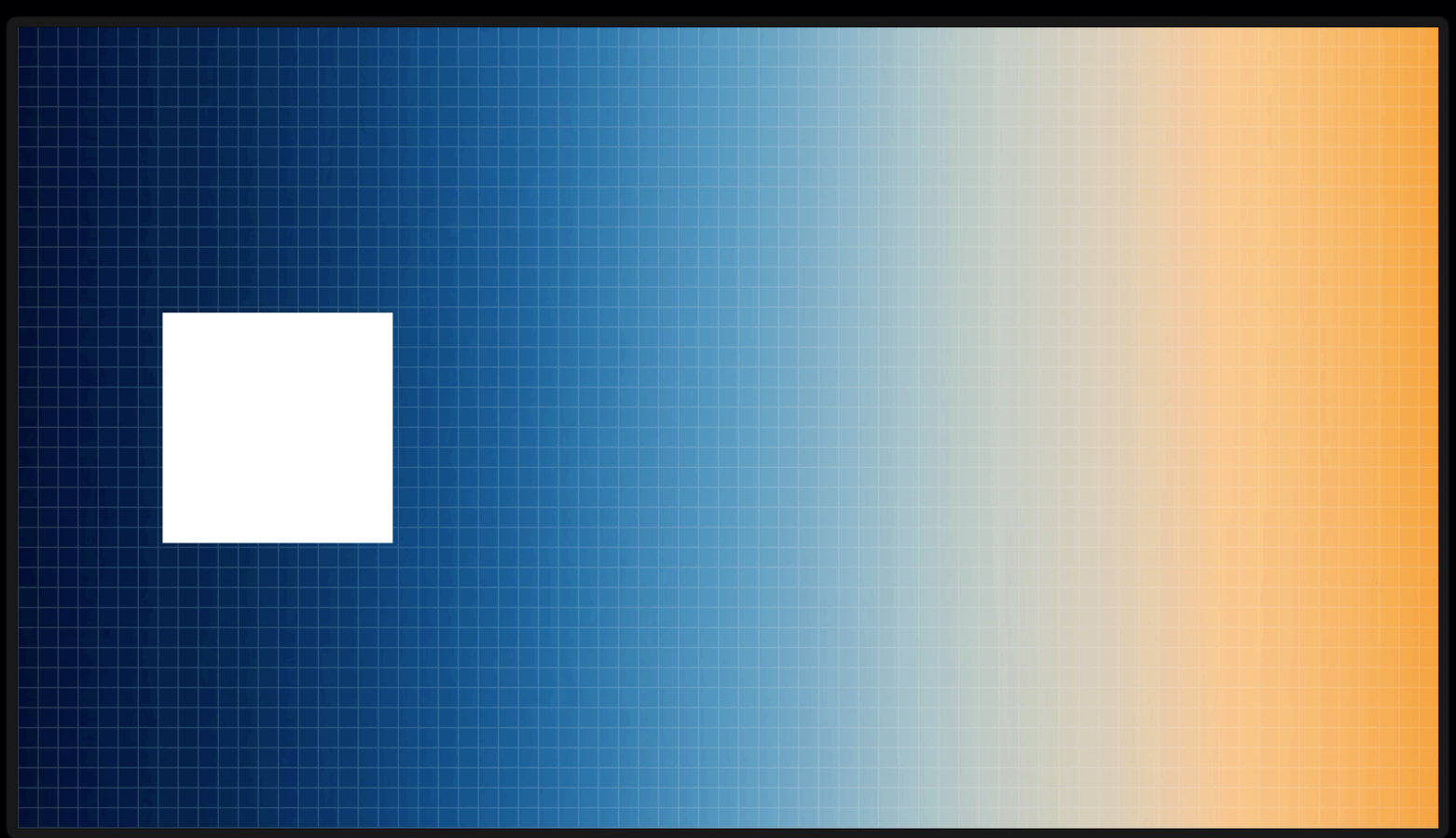


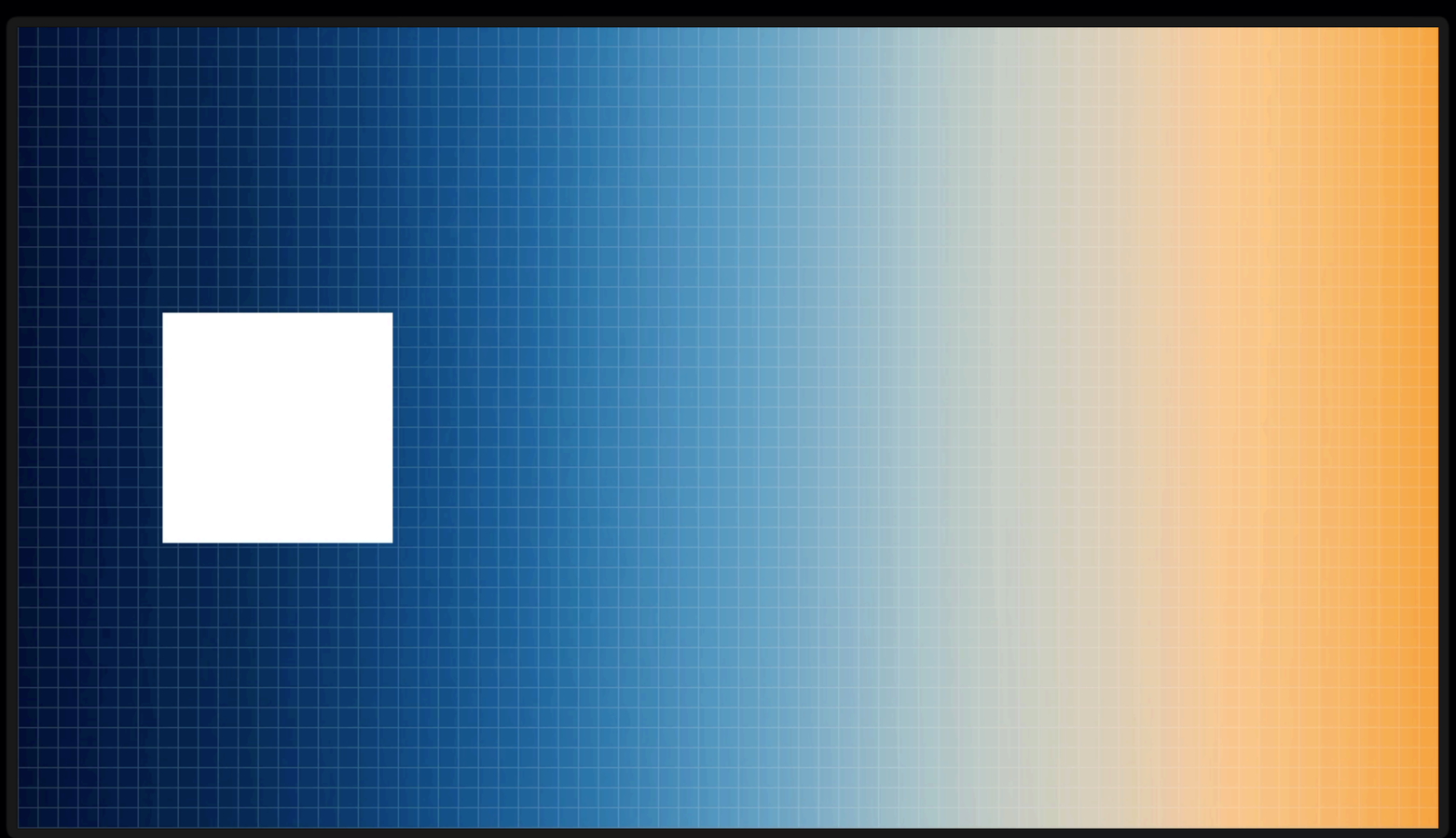


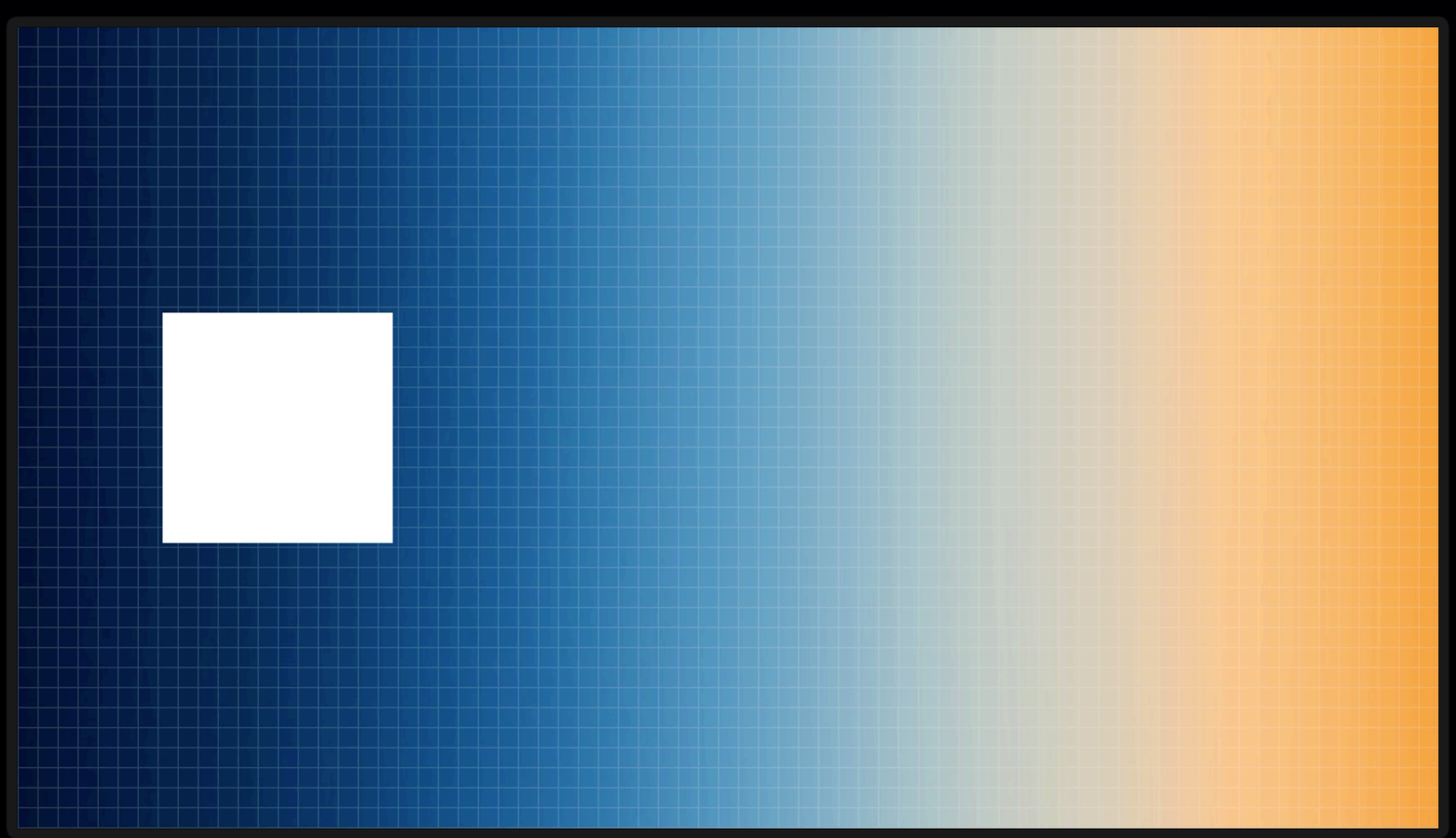












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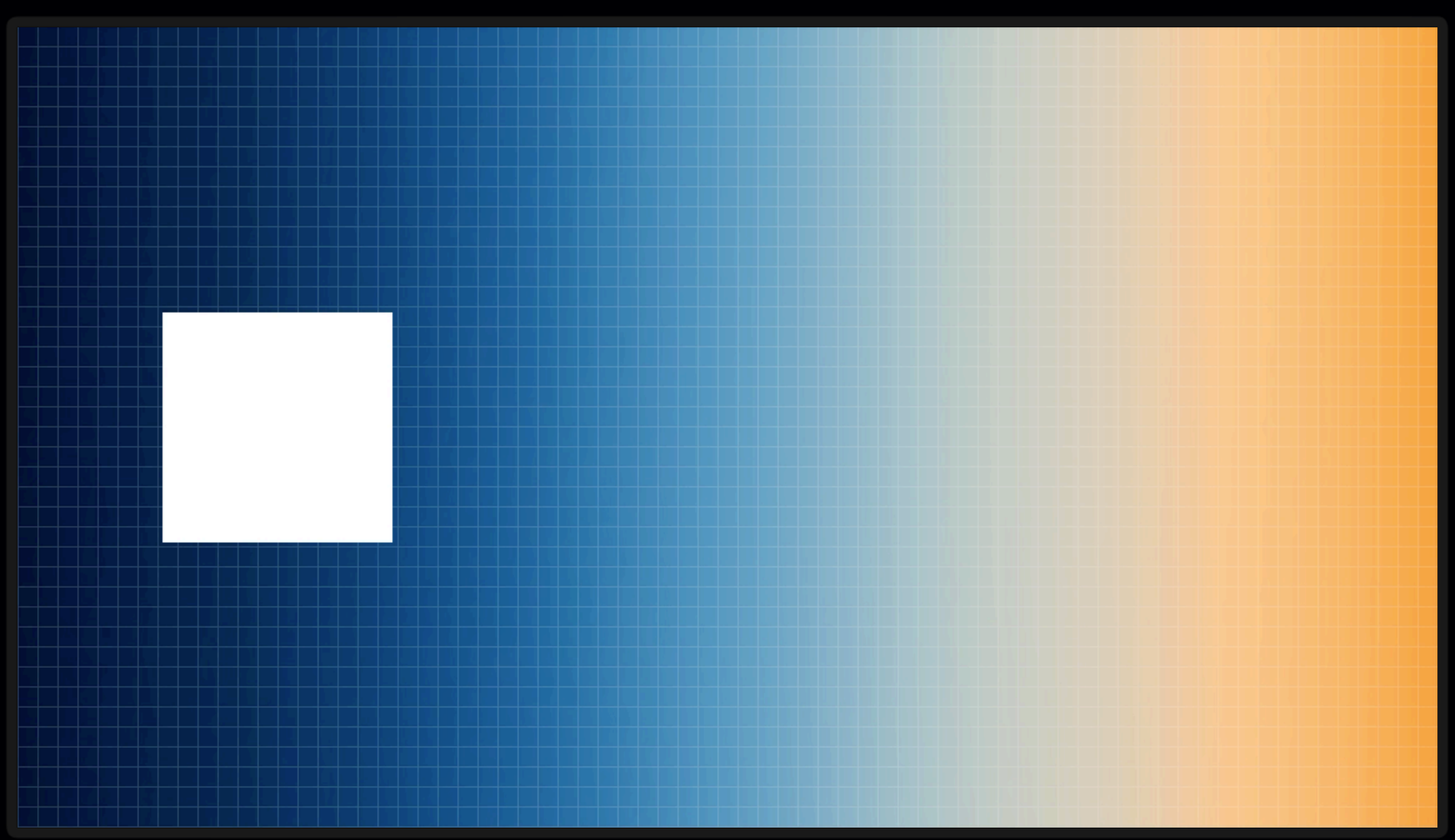

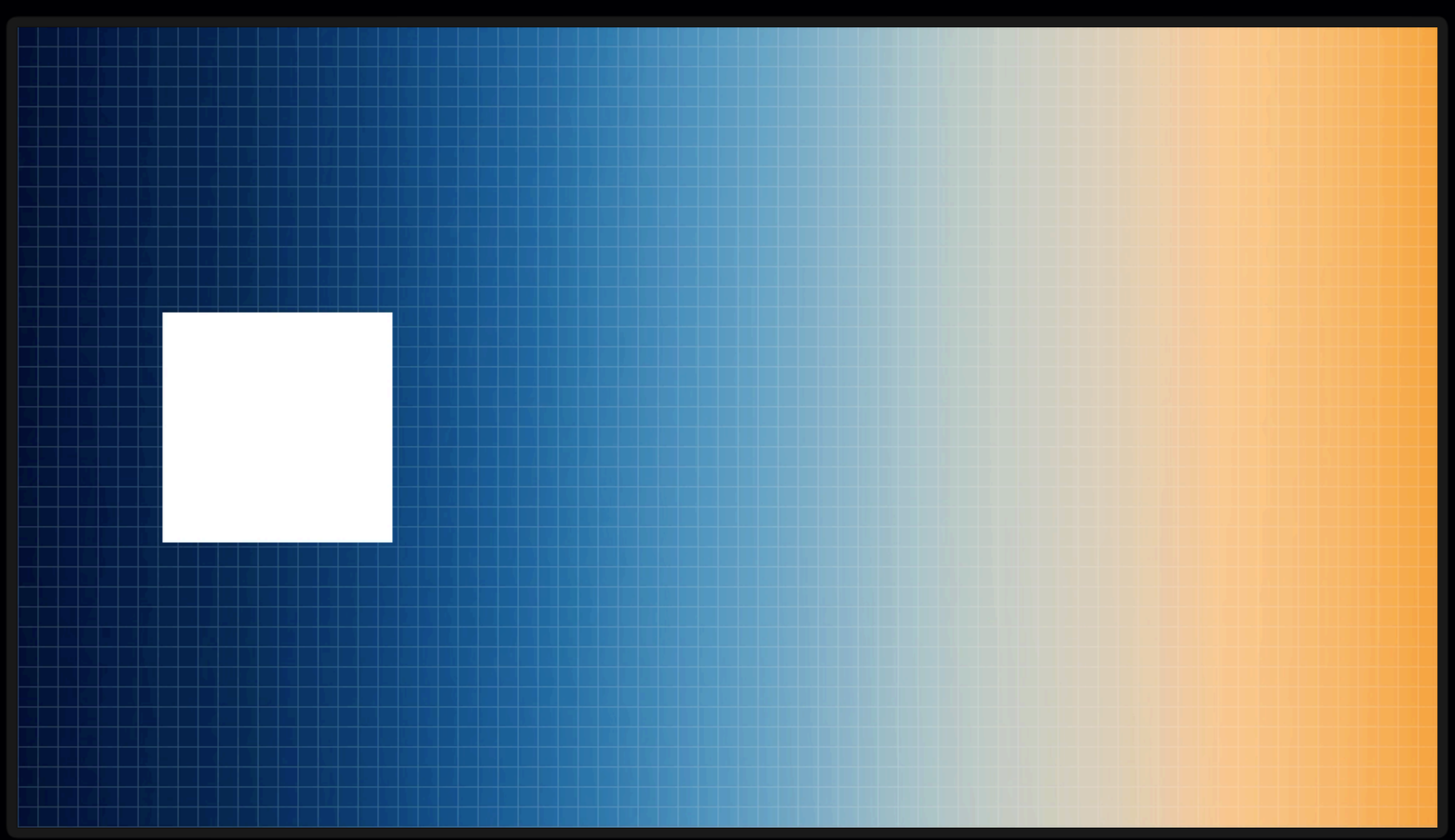

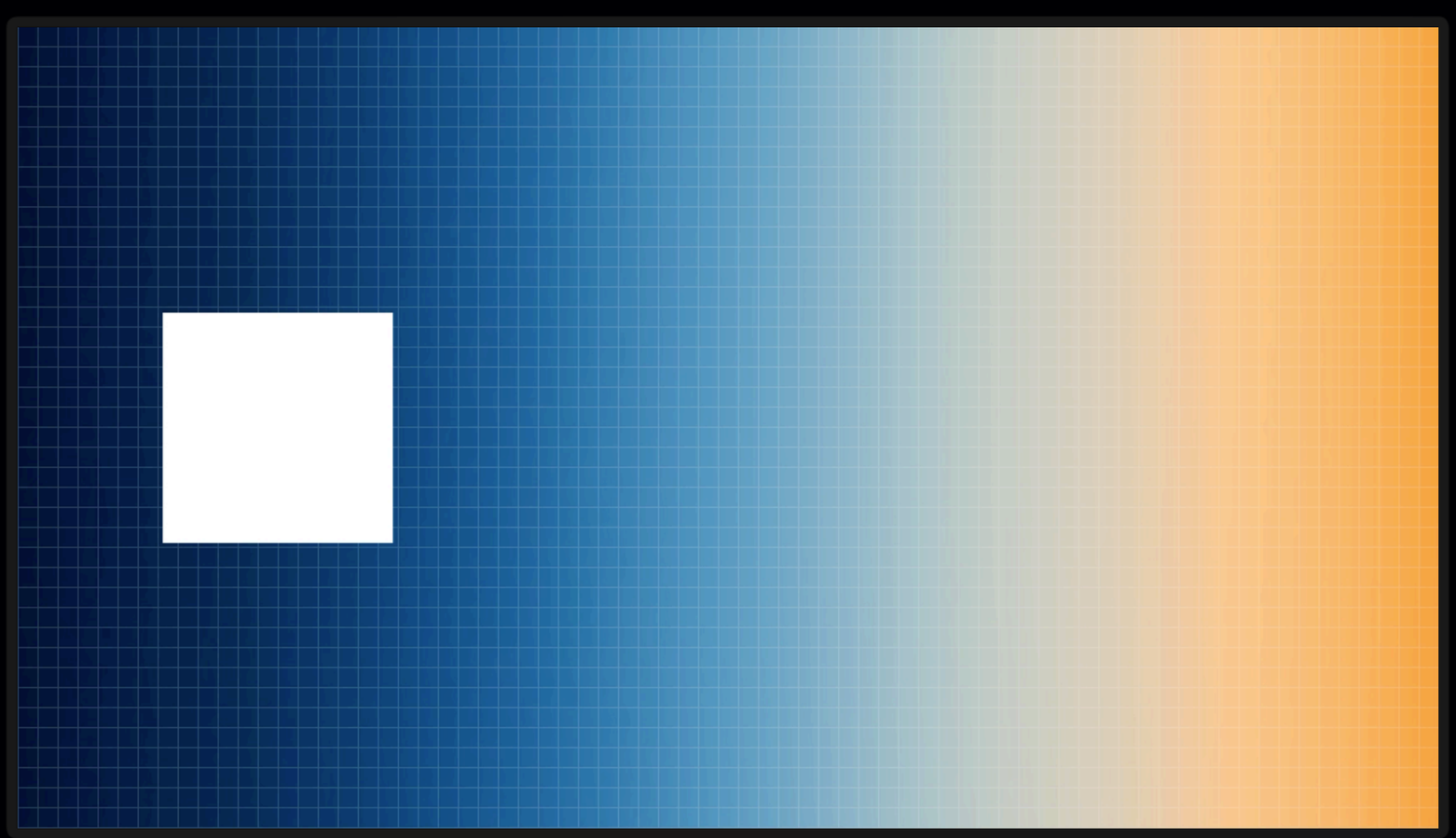

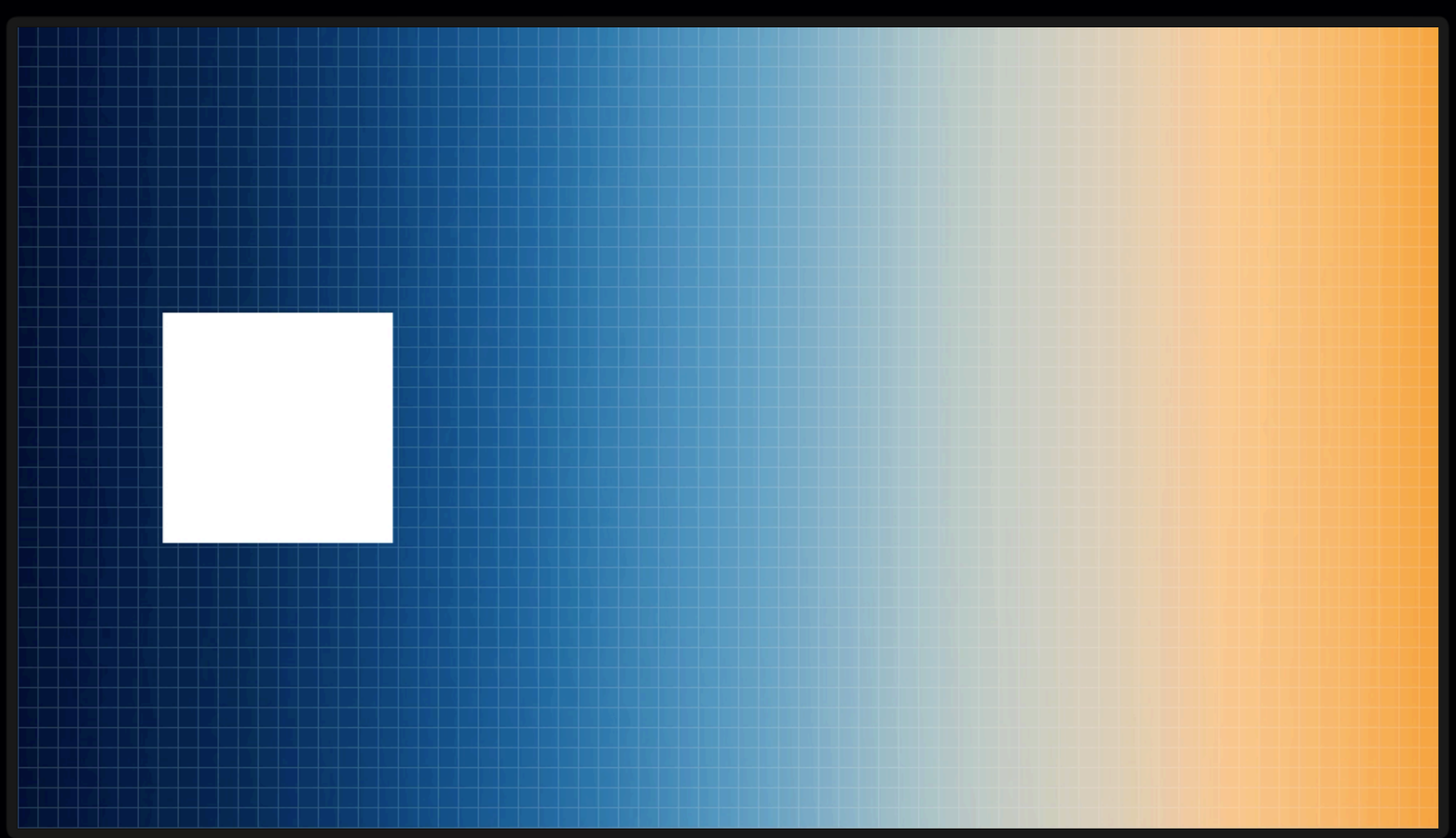

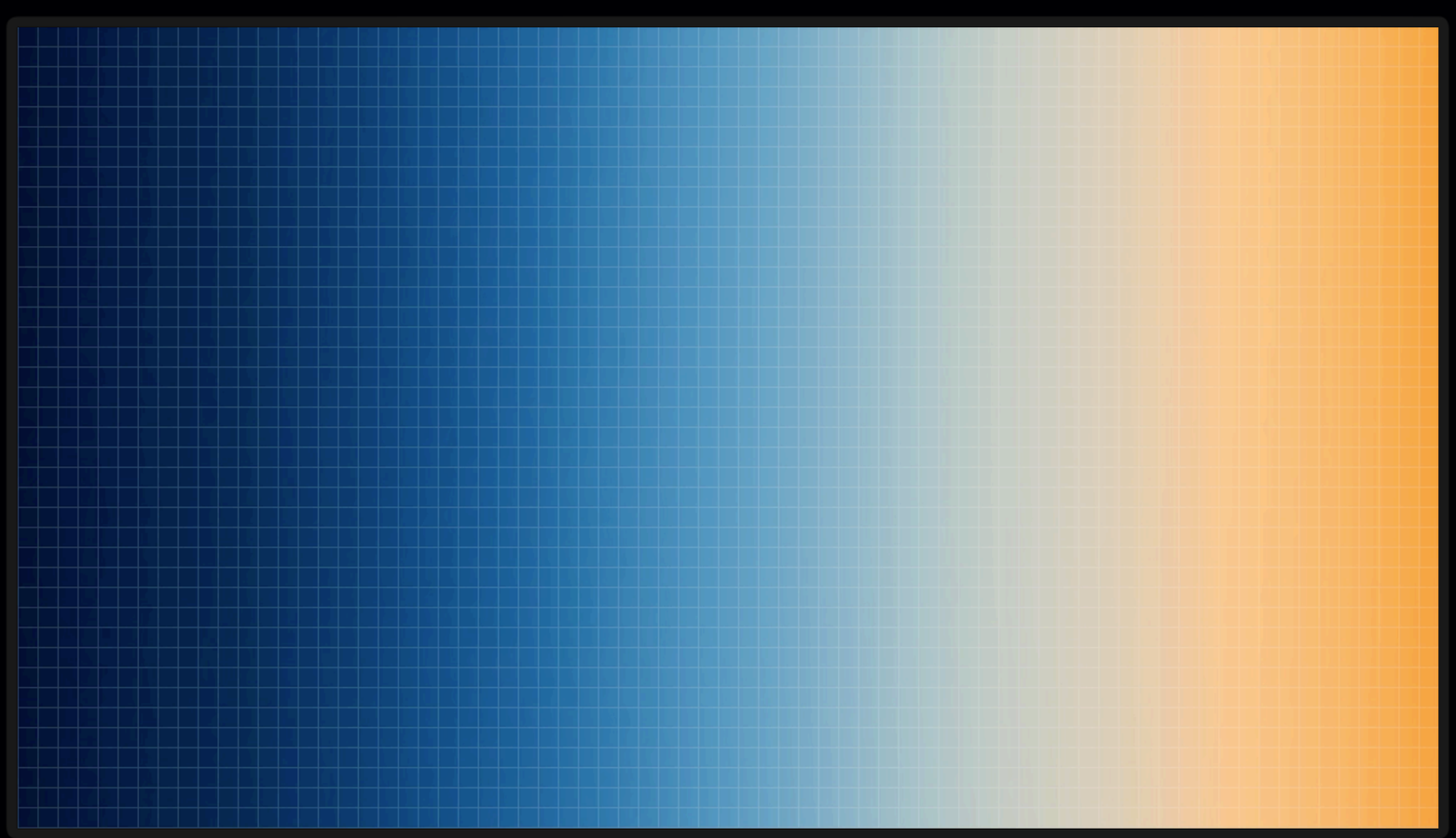

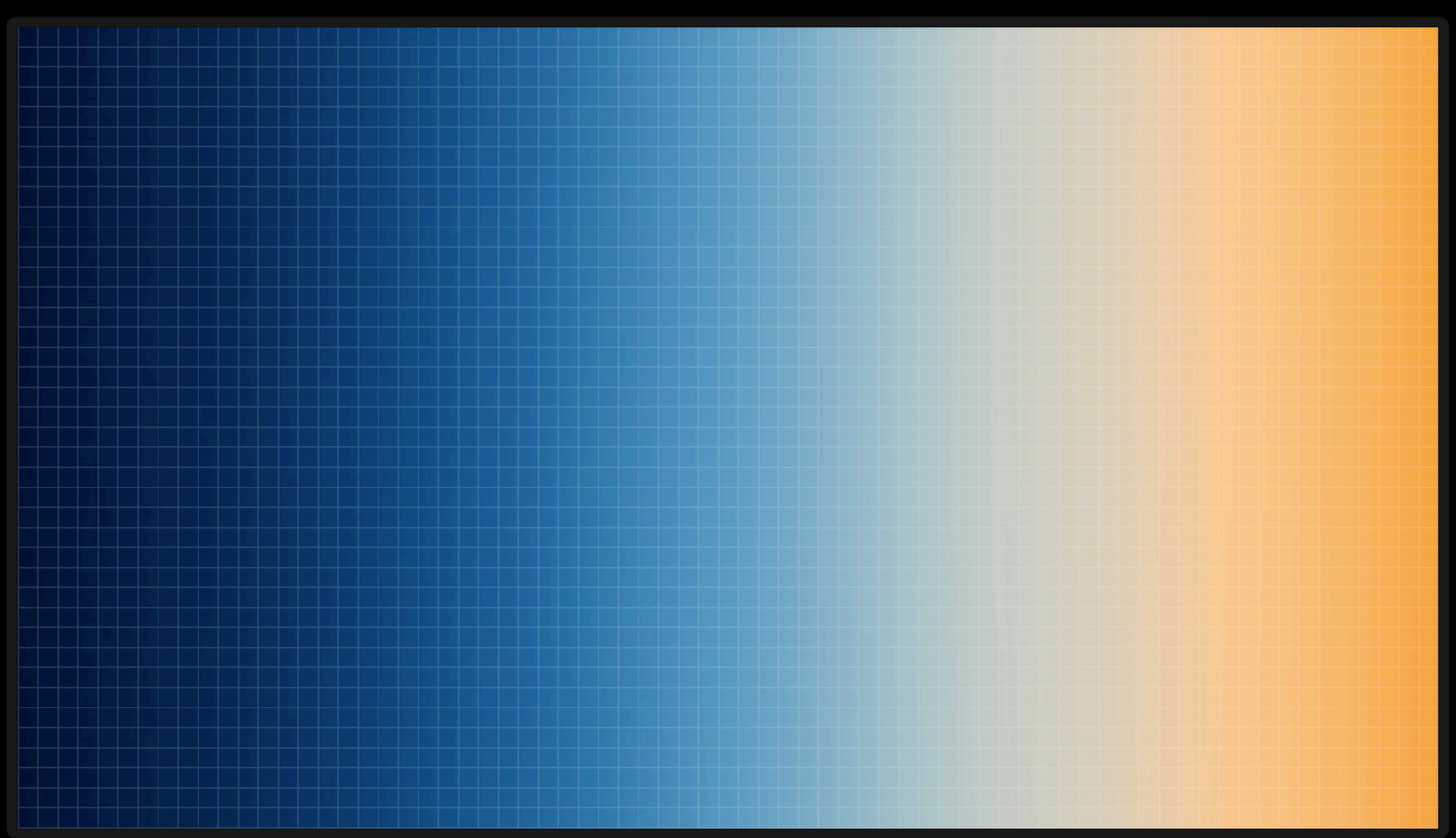

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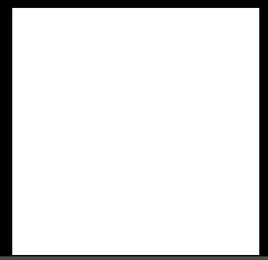

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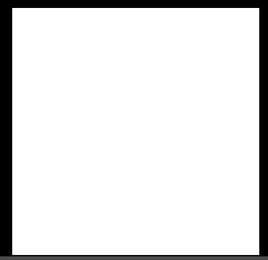

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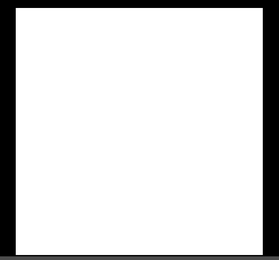

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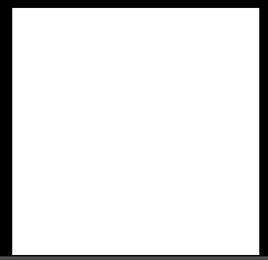
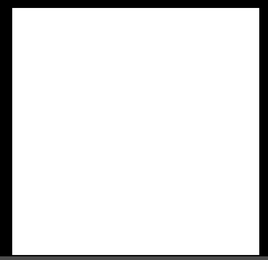


No Easing



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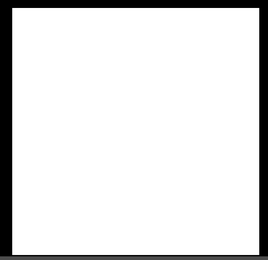

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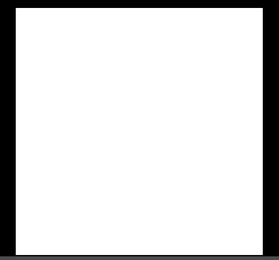

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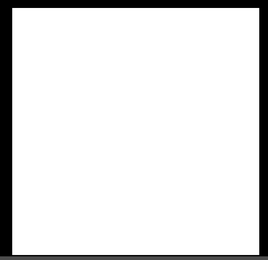

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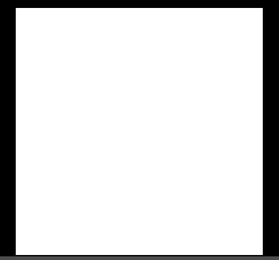

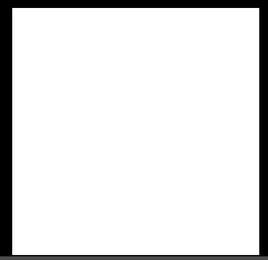

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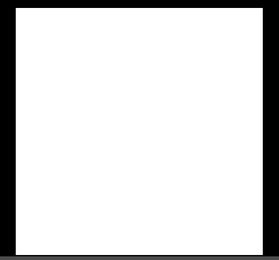

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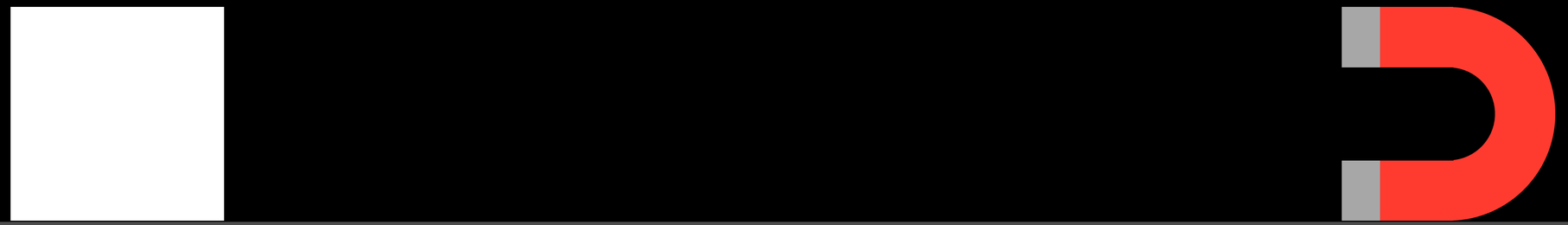

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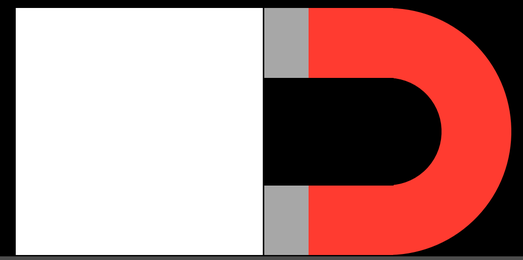
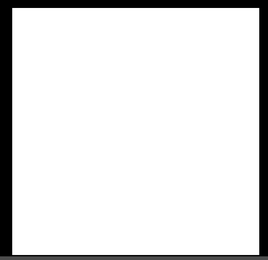
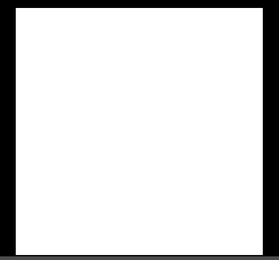




Ease In and Out



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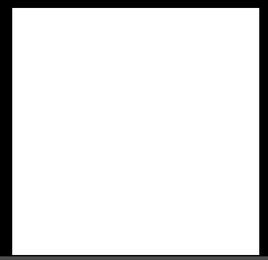

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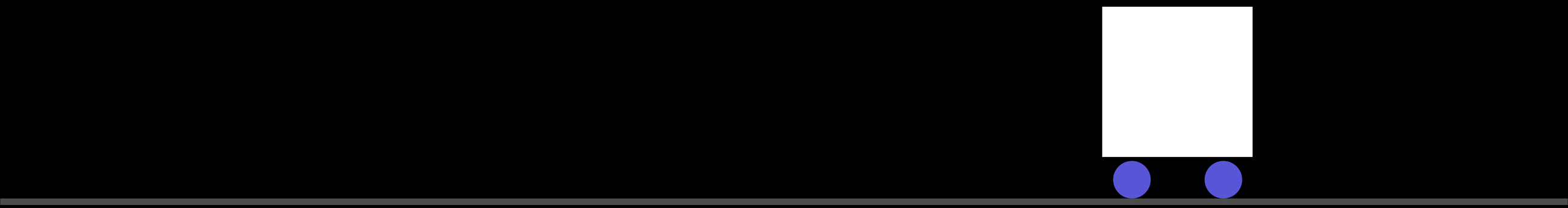
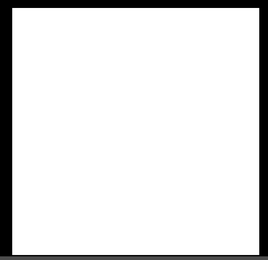
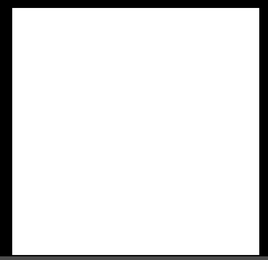




Two Ease Outs



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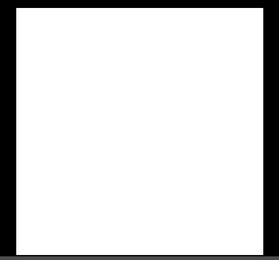

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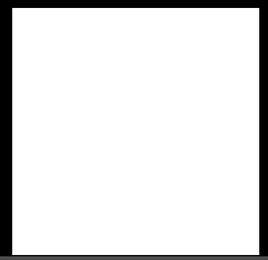

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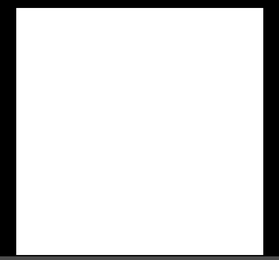

The Feel of iOS 7

Show Restraint

Keep People Oriented

Establishing Spatial Relationships

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9:41 AM
100%
Monday
10
Messages
Calendar
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music

9:41 AM
100%
Monday
10
Messages
Calendar
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
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Phone
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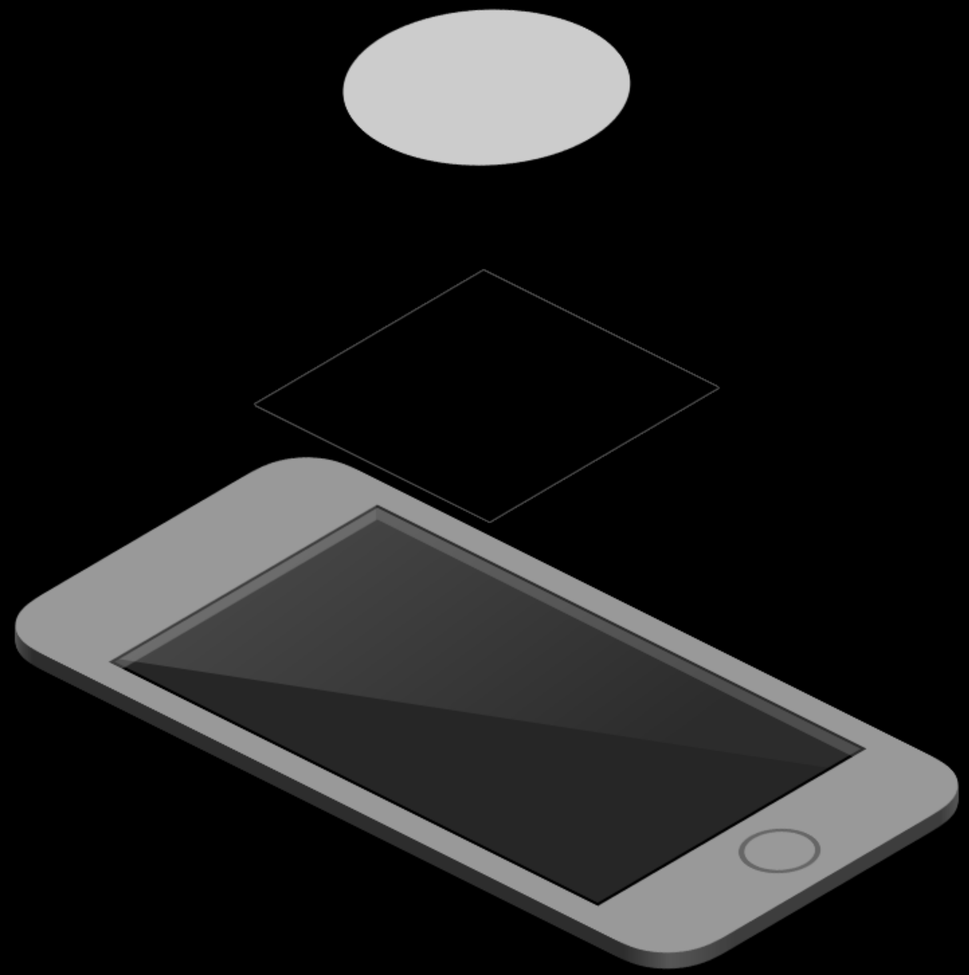
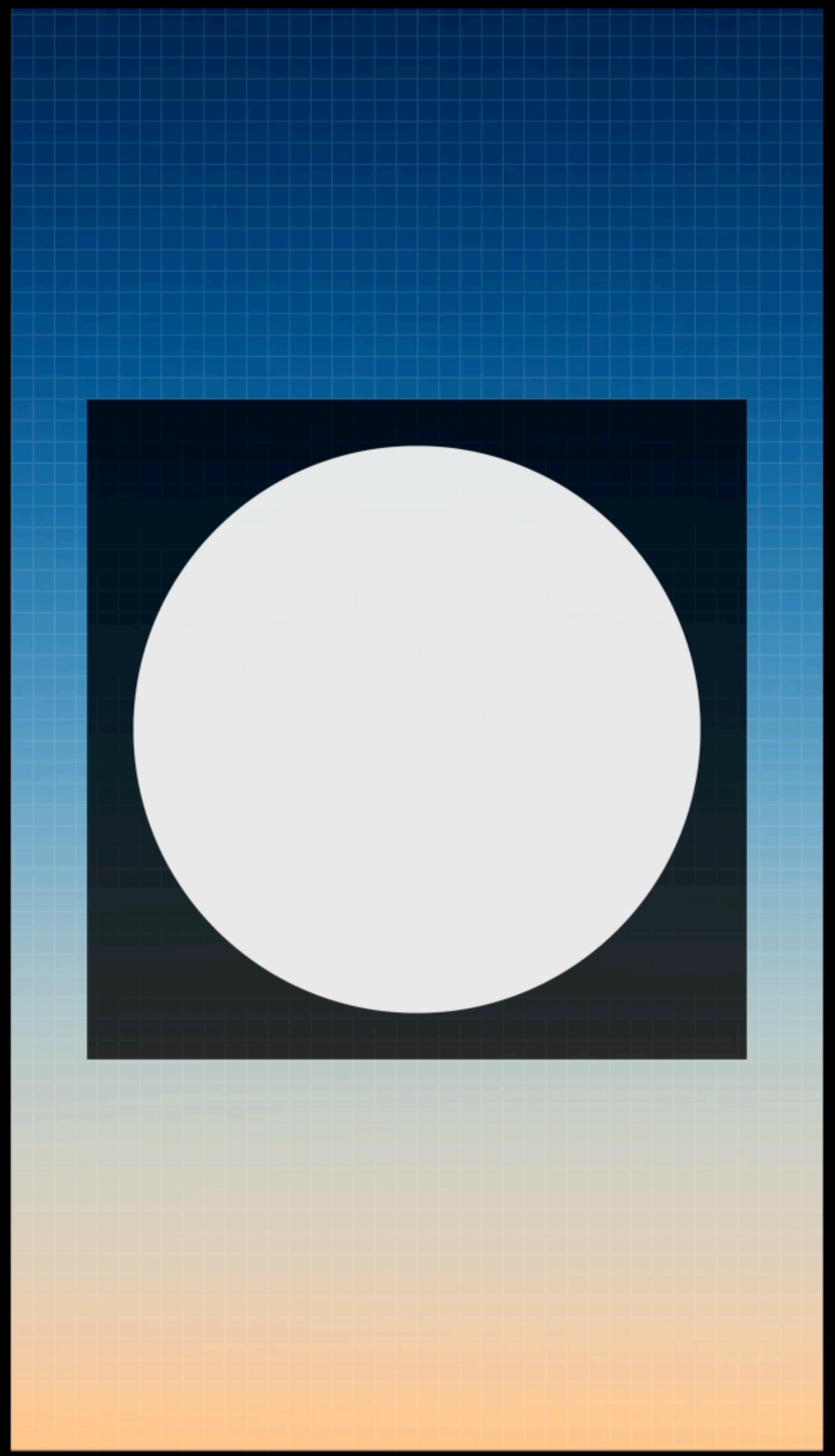
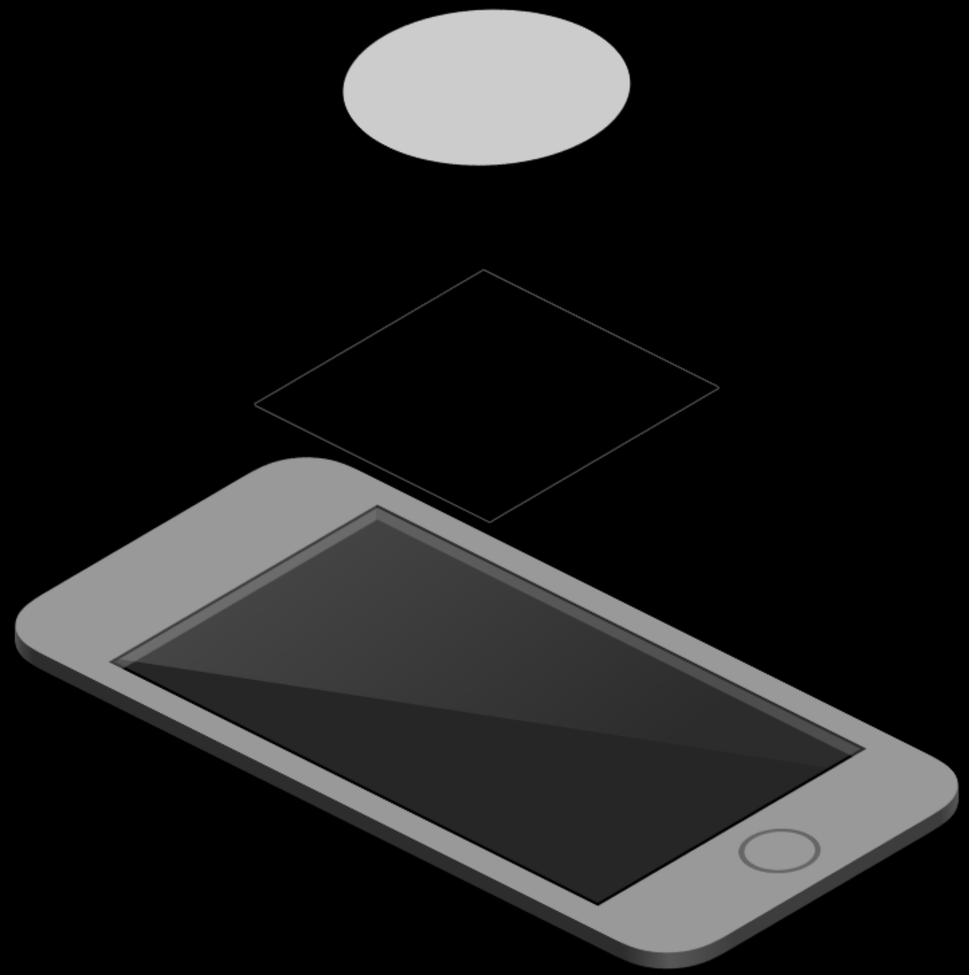
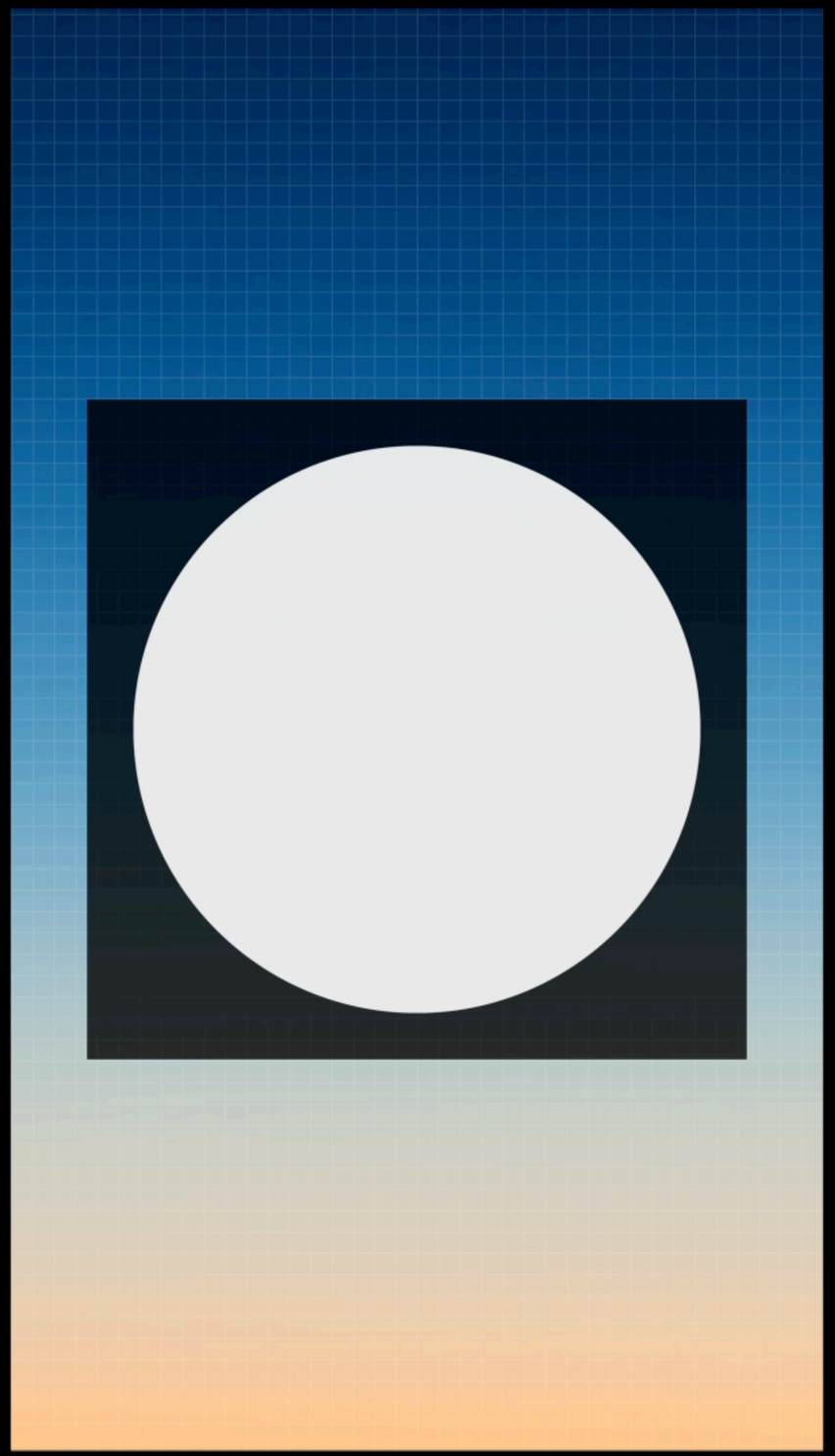
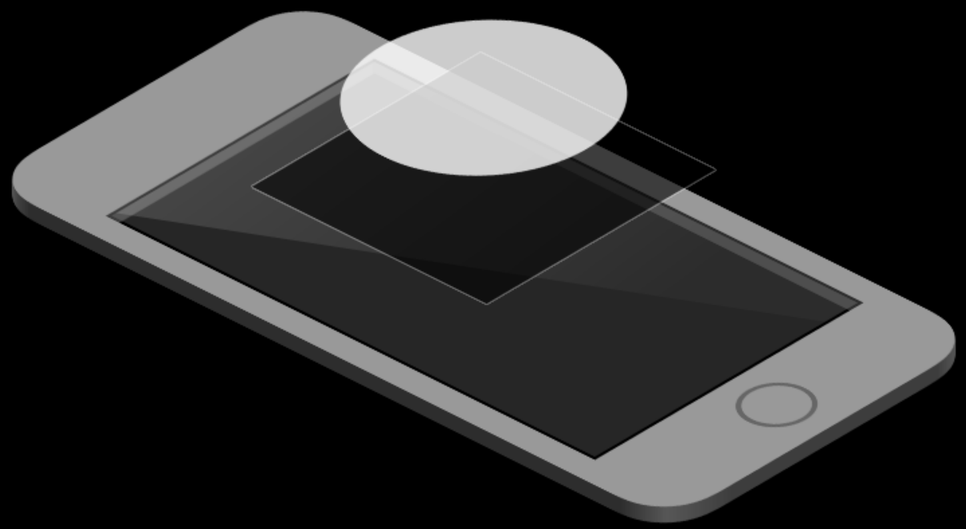
Music

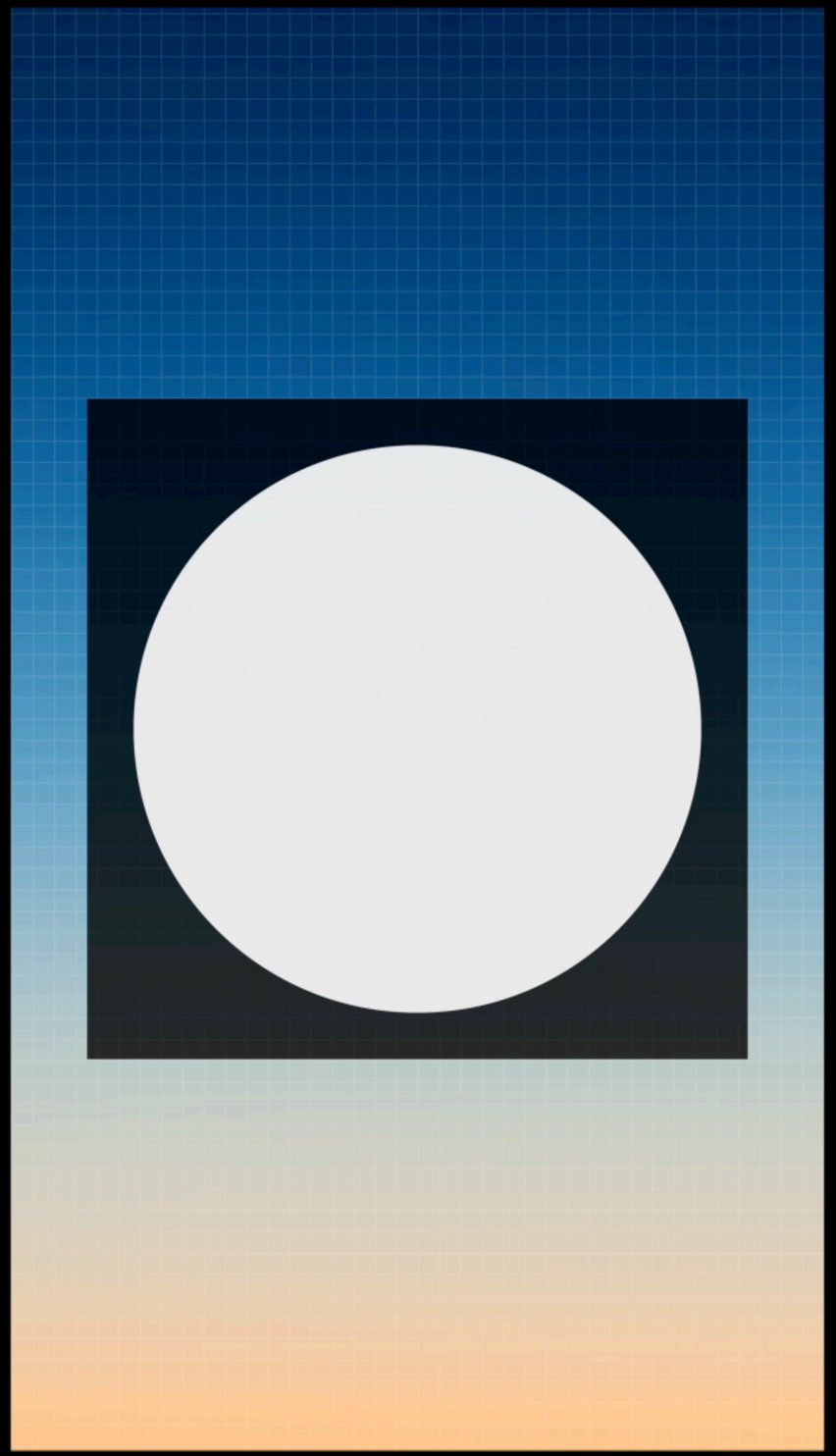


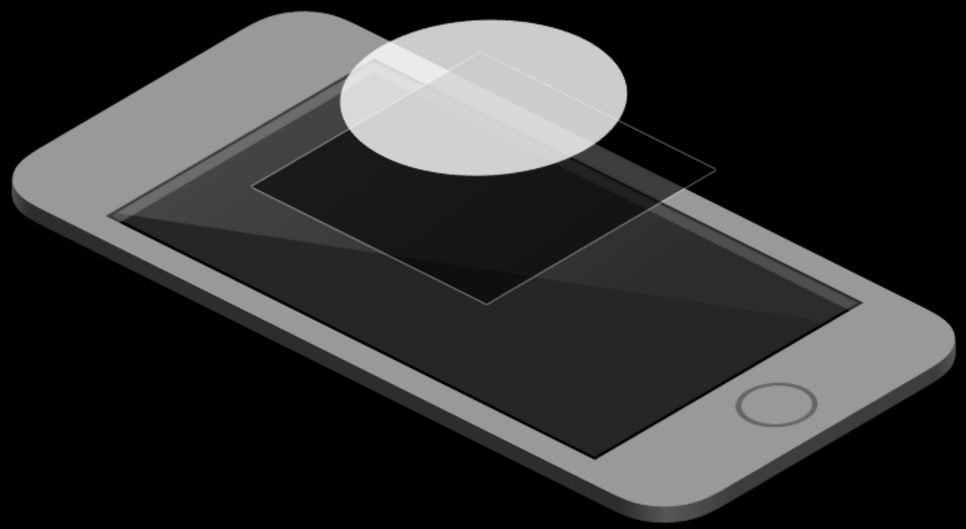


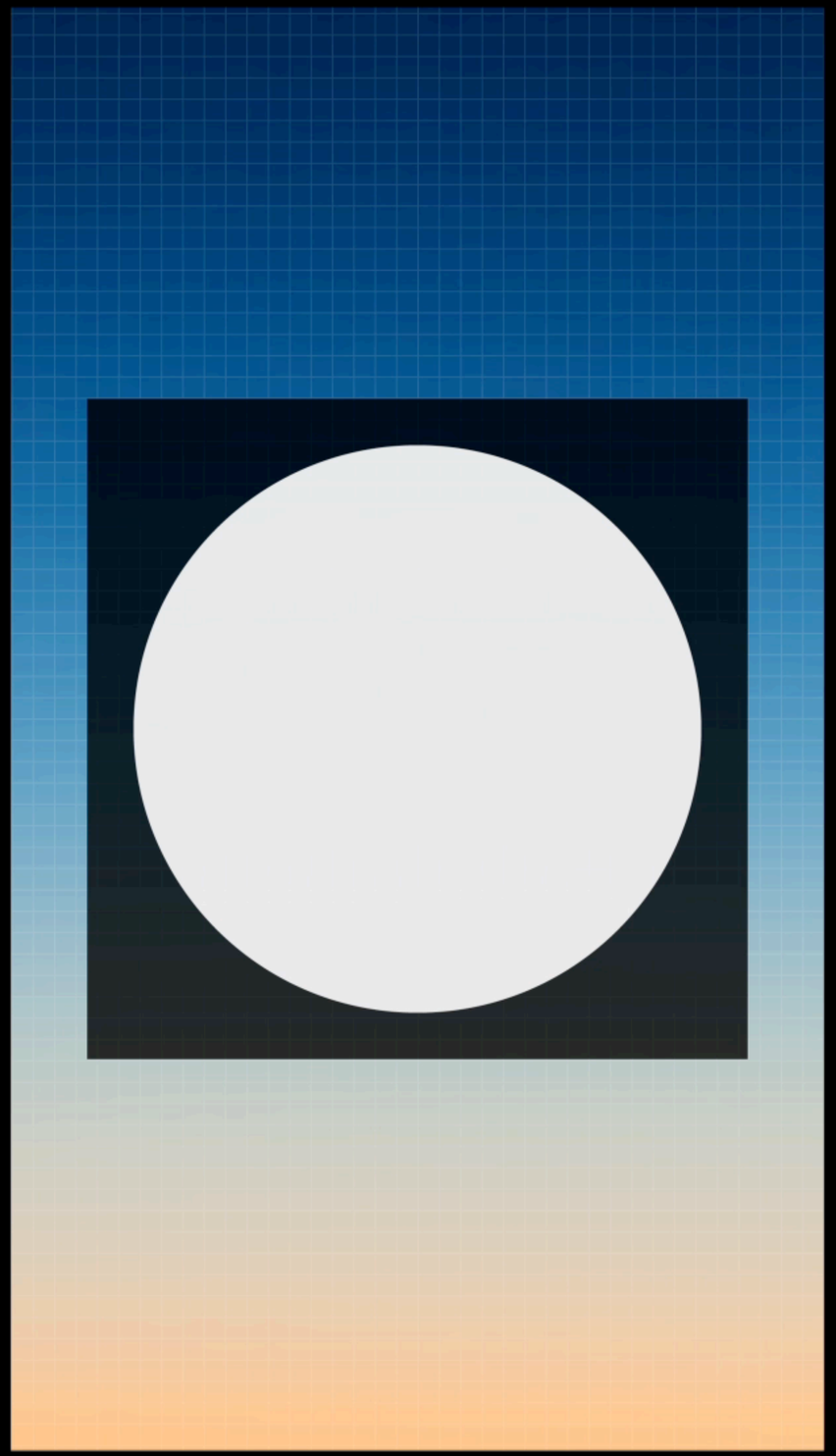


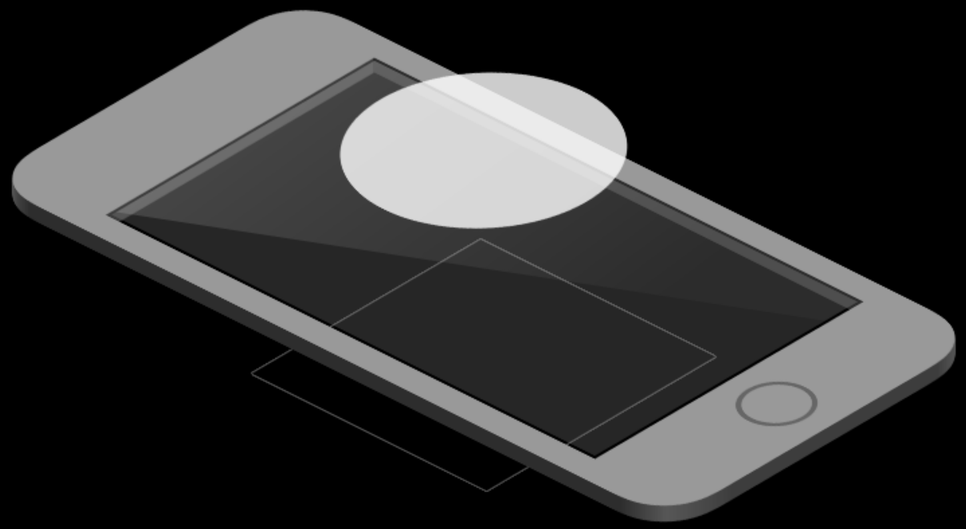


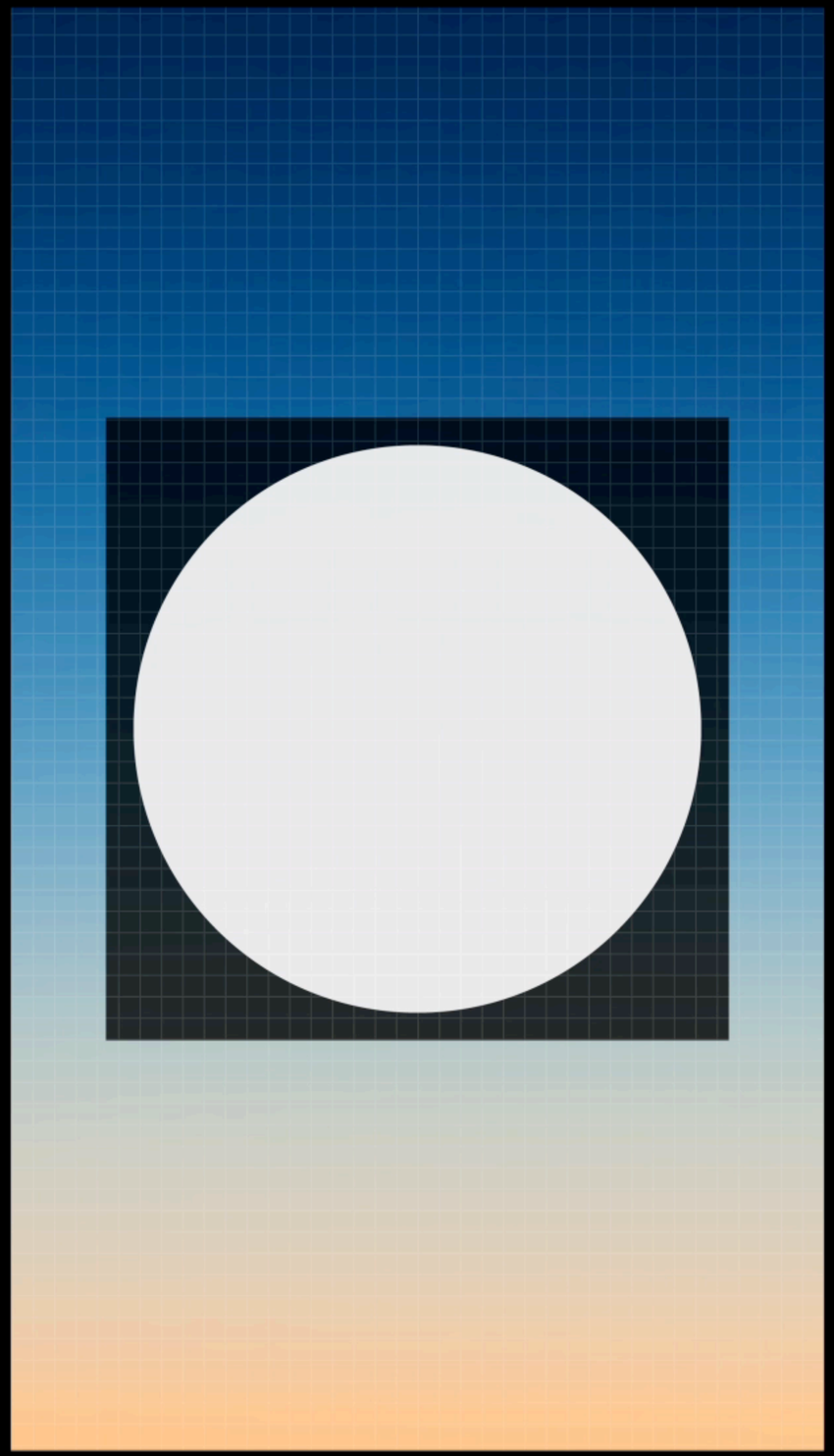


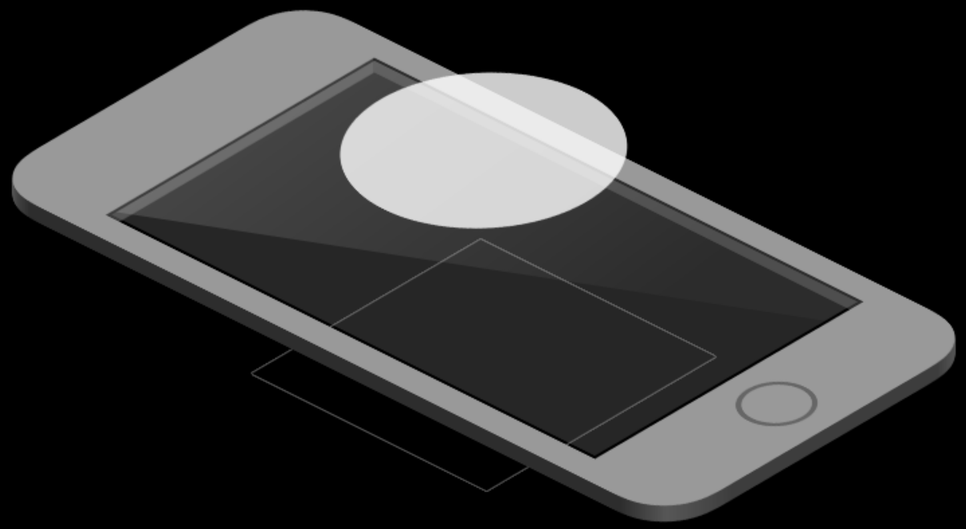


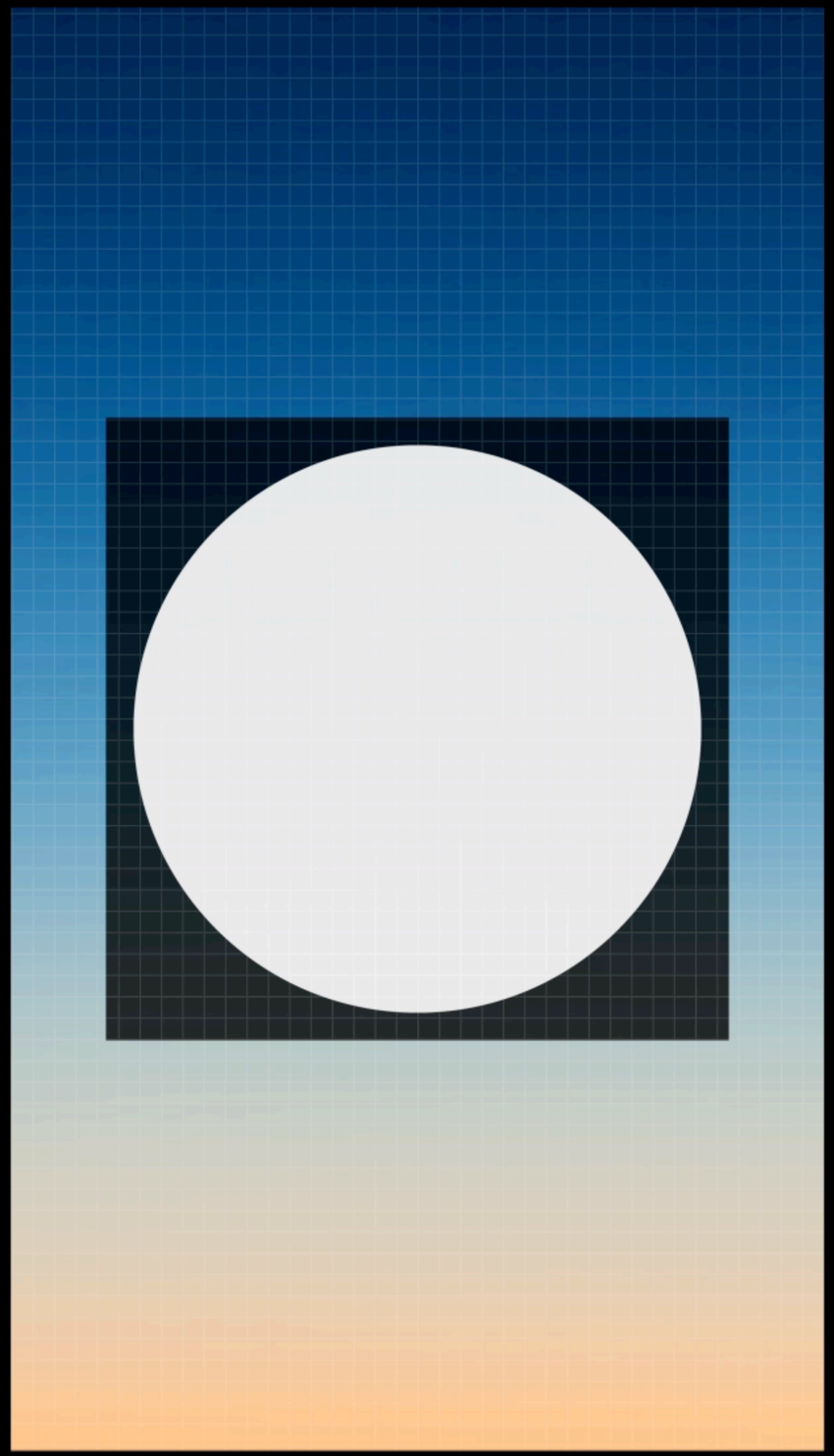


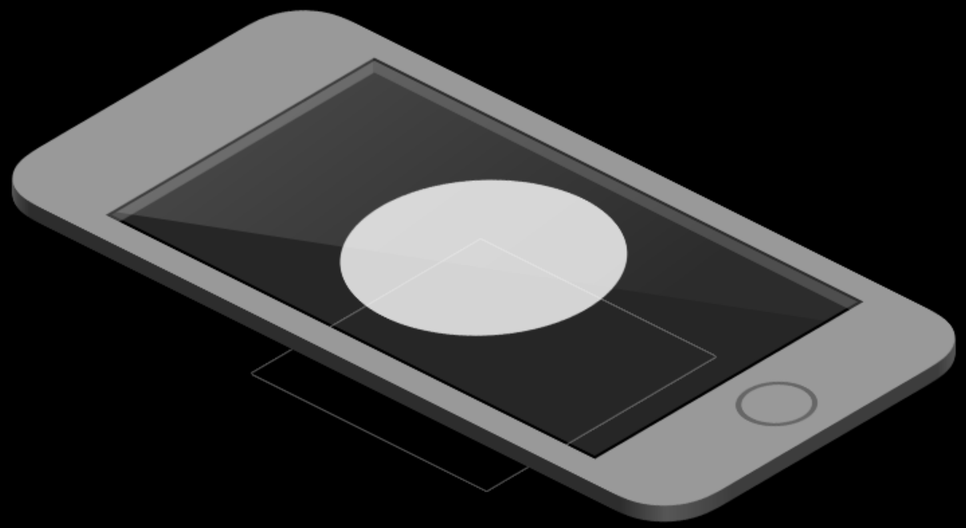


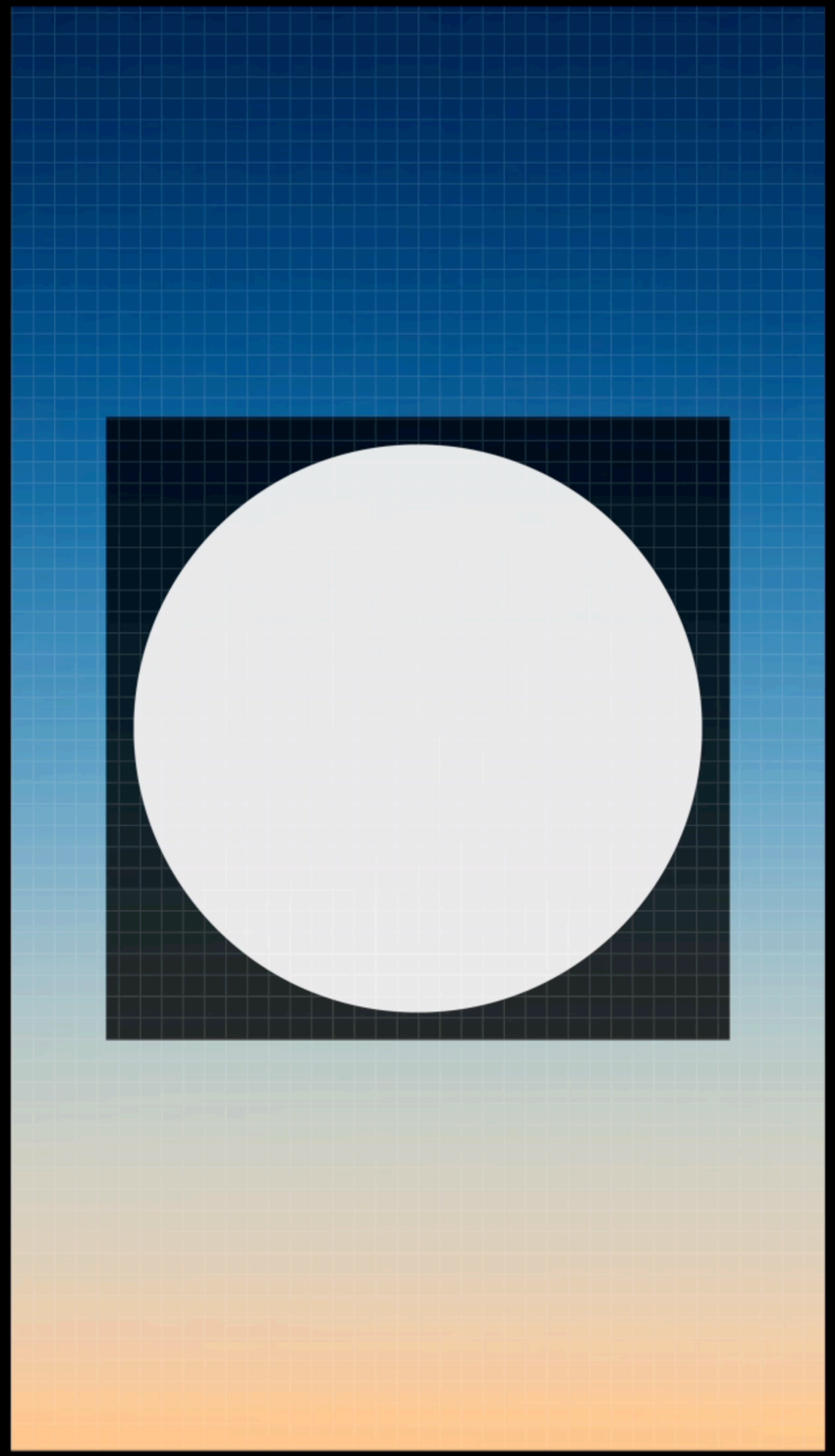


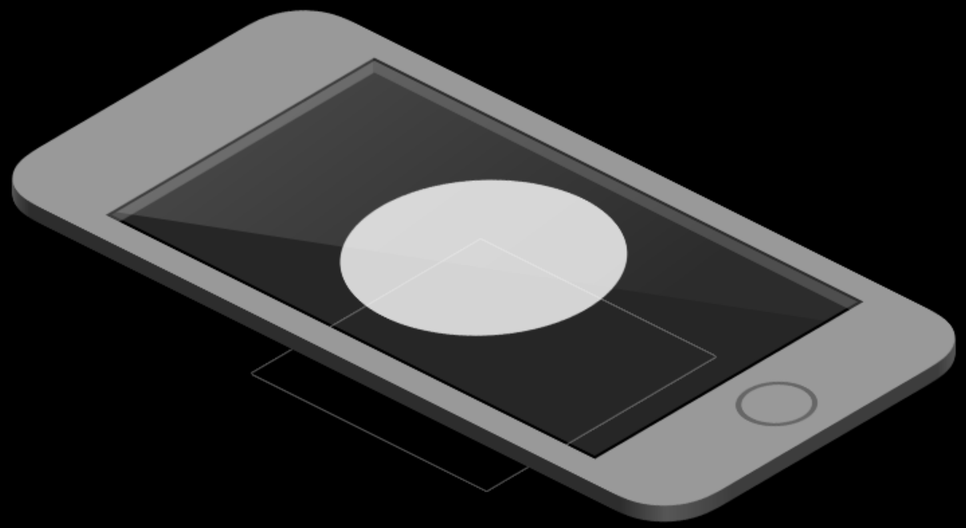


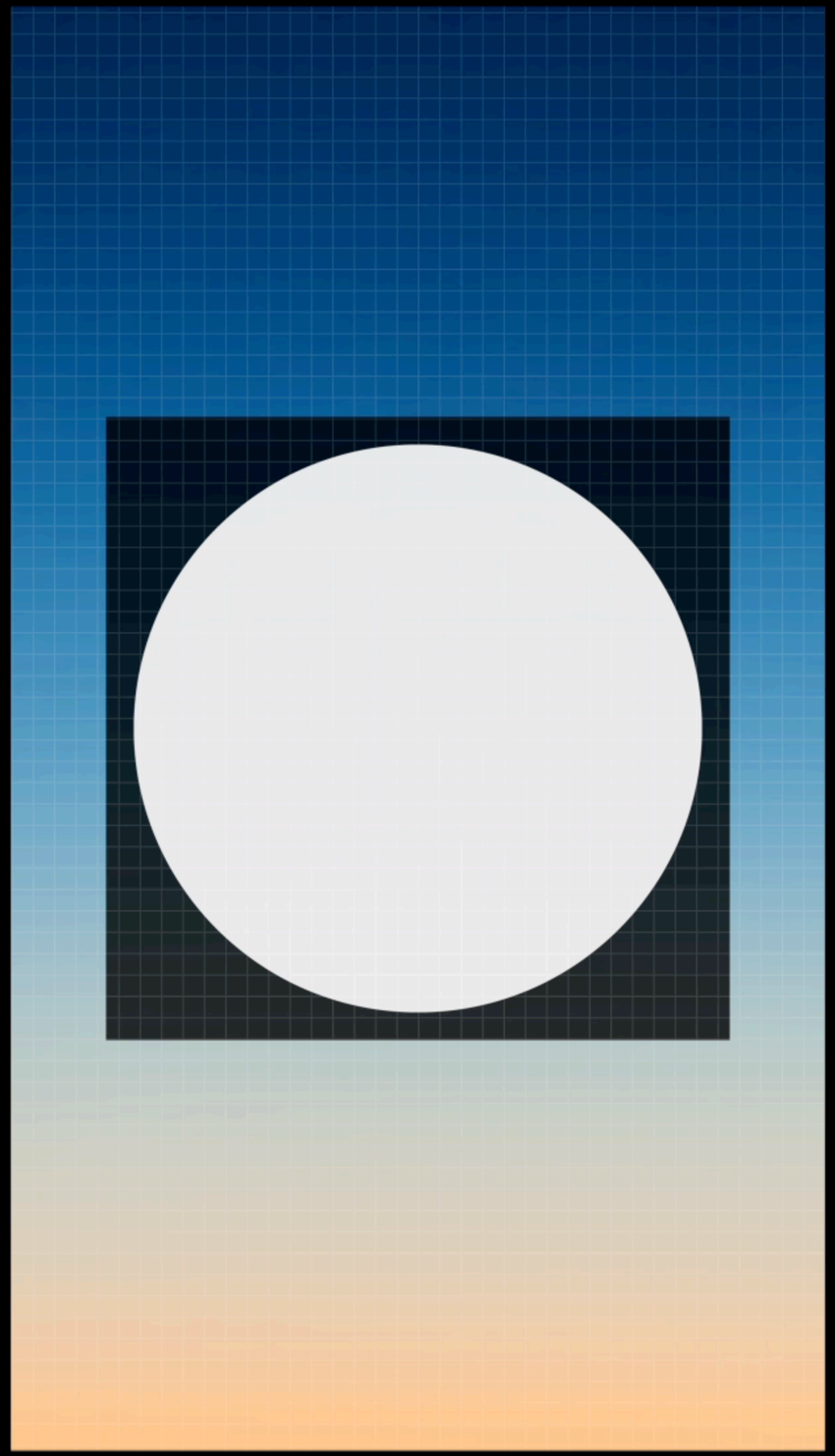












Final Thoughts

More Information

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User Experience Evangelist
stern@apple.com

iOS 7 Transition Guide & Human Interface Guidelines
http://developer.apple.com/library/ios/design/index.html